

EXHIBIT A

UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF TEXAS
AUSTIN DIVISION

HONESTECH INC.

Plaintiff,

v.

SONIC SOLUTIONS

Defendant.

Case No. C08-CV-922-SS

EXPERT REPORT OF DR. BRUCE R. ISAACSON, D.B.A., M.B.A.

1. I have been retained by SONIC SOLUTIONS ("Sonic") in the above litigation. This report provides the results of a survey I conducted measuring the degree of secondary meaning associated with the term "VHS TO DVD" in relation to analog-to-digital (A/D) conversion products.
2. The facts in this declaration, except as otherwise stated, are based on my personal knowledge; the opinions expressed are those I have formed based on my consideration of the information I have reviewed in this matter, my expertise, and my experience. I reserve the right to supplement this report in light of the ongoing discovery in this matter.

OVERVIEW OF THE DECLARATION

3. Based on the data from my survey, as well as my professional experience and expertise, I believe that "VHS TO DVD" has not attained any appreciable level of secondary meaning in association with A/D conversion products. The data from my survey show that among the relevant universe of consumers, a very small percentage of respondents associate the term "VHS TO DVD" with the products of only one company. Specifically, while 80% of consumers claim to have heard of the term, only 6% of those aware of it--or 5% of the total sample of consumers--associate it with one company.
4. My further opinion is that the verbatim comments provided by respondents suggest that consumers often understand the term "VHS TO DVD" as describing a general process or function of recording from a VHS tape to a DVD, or describing a general type of equipment that can be used for this process.
5. The bases for these conclusions are described in this declaration.

MY PERSONAL QUALIFICATIONS

6. I am the owner and President of Marylander Marketing Research ("MMR"), a marketing research and consulting firm, and am an expert in research, surveys, and marketing.
7. For approximately 35 years, my firm, MMR, has provided marketing research and

consulting, consisting primarily of the design, execution, and analysis of thousands of surveys, as well as expertise related to marketing and strategy. Our experience includes many surveys used in intellectual property litigation. Our recent clients include well-known organizations, such as:

- Blue Cross of California/WellPoint
- Farmers Insurance
- Several regions of the American Automobile Association
- Nestlé USA, Inc.
- Smart & Final Stores
- Goodyear Tire & Rubber Company

8. In addition, over our history my firm has served such well-known organizations as Baskin-Robbins, Bumble-Bee Seafoods, Hewlett-Packard, Leslie's Swimming Pool Supplies, Ore-Ida Foods, the Hollywood Bowl, the UCLA School of Public Health, Universal Studios, Denny's, Jack in the Box, and many other organizations encompassing thousands of studies.

9. I received a Bachelor of Science degree in engineering from the Technological Institute at Northwestern University in 1985, and Master of Business Administration and Doctor of Business Administration degrees from the Harvard Graduate School of Business Administration in 1991 and 1996. At Harvard, I received my MBA with highest distinction as a Baker Scholar and was a Dean's Doctoral Fellow, writing 14 publications on marketing and strategy, including best-selling teaching materials. I have taught marketing and strategy for executive groups and executive MBA programs, and my research won awards from institutions including The Institute for the Study of Business Markets at Penn State University, and Harvard University.

10. In terms of professional experience, I have been a marketing and strategy consultant at the Boston Consulting Group, Senior Vice President at a publicly traded data processing company that is now a division of Intuit, Division President at a media services company, and Vice President responsible for marketing and strategy at a national financial services company. I also served as the West Coast Practice Leader of Monitor Executive Development, a division of Monitor Group, an international strategy consulting firm, where my responsibilities included developing

curriculum and serving as lead faculty for executive education programs in marketing and strategy.

11. I am a member of the American Marketing Association and the Marketing Research Association, and was a featured speaker at the AMA's 2008 marketing research conference. My firm is a member of the Council of American Survey Research Organizations and the International Trademark Association. I am also on the editorial board of the Journal of Business to Business Marketing. I regularly consult with clients on issues relating to marketing, research, surveys, and strategy, and also address associations and groups on the same issues. My public speaking includes addresses to law firms and bar associations on the use of research and surveys in intellectual property litigation. I recently co-authored an article published in the Intellectual Property Law Newsletter of the American Bar Association, Intellectual Property Law Section, on the use of surveys on Intellectual Property research.

12. Over my career, I have personally designed, overseen, and analyzed hundreds of research studies. A copy of my curriculum vitae and litigation expert witness experience is attached as Exhibit 1.

COMPENSATION

13. The amount my firm charged for the survey conducted in this matter is \$42,500 plus incidental expenses. That figure covers the survey and writing of this declaration. For testimony in deposition or trial testimony, as well as related preparation and travel, I charge an hourly rate of \$450 per hour.

MATERIALS REVIEWED

14. For purposes of this report, I have reviewed materials that include legal documents, including the Amended Complaint filed by Honestech on March 5, 2009; the Answer to the Amended Complaint filed by Sonic Solutions on March 27, 2009; and expert reports filed by Jay Choi, J.O. Colley, and Michael Romanies. I also reviewed websites of both parties, search engine

results on sites such as www.google.com relevant to the category, and listings on resellers such as www.amazon.com. I also reviewed published literature and cases relevant to the issues and theories in this matter, the most relevant of which is cited in this report. In addition, I rely on my knowledge in the field of consumer surveys and market research.

SUMMARY OF THE SURVEY

15. The research measured the secondary meaning of "VHS TO DVD" among respondents representative of consumers who might have a need for an A/D product.

16. After passing screening questions, 251 survey respondents were asked to indicate whether or not they had previously heard of the term in relation to this product category. Respondents who said they had seen or heard of the term before were then asked whether they associated the words with the analog-to-digital conversion products of one or more than one company. Respondents were then asked to express in their own words why they answered as they did.

17. The data collected in the survey indicate that many consumers have heard of the term, but very few associate the term with the products of one company. Among consumers aware of "VHS TO DVD," only 6% associated the term with the products of one company, while 16% associated the words with the products of more than one company, and 60% said they did not associate the term with any particular company or companies. The high levels of association of the term with no company, or with multiple brands or companies, indicates that the term has not acquired appreciable levels of secondary meaning.

18. As will be described later in this declaration, many of the verbatim responses suggest that consumers view the term "VHS TO DVD" as describing a general process or function of recording VHS tapes to DVD, or as describing a type of equipment used for that process.

METHODOLOGY FOR THE SURVEY

19. Under my direct supervision, my firm conducted a nationwide online survey among 251 consumers representative of those who own material recorded on one or more analog media and

analog devices on which to play them, along with a recent-model computer. All data were gathered between August 5 and 13, 2009. I personally was responsible for and involved in survey administration and analysis.

20. Exhibit 2 provides a copy of the screener and questionnaire. Exhibit 3 shows the survey as it appeared to respondents.

21. The survey was conducted in the following order. First, respondents were contacted to participate, and screened for appropriate criteria. At the start of the survey, respondents were told that there are no right or wrong answers, that they should not guess or consult other people or sources while completing the survey, and that "I don't know" is an acceptable response. During the survey, "VHS TO DVD" was presented in all caps and quotation marks. Respondents were asked whether or not they had previously seen or heard of "VHS TO DVD" on products used to convert analog recordings, such as audio cassettes or videotapes, to a digital format. Respondents who answered "yes" were asked whether they associate that term with analog-to-digital conversion products of one, or more than one, company. A follow-up question asked respondents to indicate why they answered as they did.

22. The products relevant to this dispute allow consumers to take material recorded in an analog format, such as videotapes or cassettes, and transfer the material to digital format on a computer or disk.¹ To represent the universe of buyers and potential buyers of both companies' products, I screened consumers as having analog material, a way to play the material in the original format, and a recent-model computer. Specifically, respondents were screened to meet the following criteria:

- (i) They were at least 21 years old.
- (ii) They buy or participate in selecting computers and/or audio and video equipment for their household.

¹For example, ads at www.Honestech.com for their VHS TO DVD 4.0 product call the product an "Easy to Use Video Conversion Solution" that can archive a videotape collection onto DVD/CD, or create DVD/CD movies from a camcorder, VCR, DVD player, and more. Similarly, Roxio advertises at www.roxio.com that their product transfers video from VHS tapes or analog camcorders to DVD.

- (iii) They own a computer less than 4 years old² and at least one device capable of playing analog content, such as a VCR or videotape player, a camcorder, a turntable for playing vinyl records, or an audio cassette player.
- (iv) They have audio or video material recorded in an analog format such as videotape, camcorder tape, vinyl records, and/or audio cassettes.
- (v) They and their household were not employed in occupations that would provide unusual knowledge, such as advertising or marketing research, or by companies that make or sell audio or video equipment or software.
- (vi) Within the past 60 days, they had not completed more than one online survey related to audio/video electronics other than video games.

23. The research was conducted online. Online surveys are well accepted by the research community and have been accepted by the courts in a wide variety of jurisdictions and matters.³ Online research is also well accepted by the commercial research community, and now represents almost 43% of all research spending in the United States.⁴ For this survey, online research has a number of advantages, including that it is highly effective at reaching the sample needed for the survey; it replicates real world conditions because the products are often sold online; it provides a geographically diverse sample; and the surveys are self-administered and avoid interviewer error.

24. Respondents were recruited from a consumer panel provided by e-Rewards, Inc. Founded in 1999, e-Rewards is the largest “by-invitation-only” online research panel serving the market research industry. e-Rewards maintains sample integrity in its panels with 15 quality-assurance practices related to recruitment, reward, retention, verification, sample normalization, fraud prevention, participation/activity level, response rate, and double-blind screening. The survey was

² The requirement that the computers must be less than 4 years old is a proxy to confirm that they met the technical specifications for running the relevant products, or could be upgraded to meet those specifications. The survey results show that most respondents' computers are able to run the products involved in this matter. As shown by responses to Question 15 in Exhibit 4, 75% of respondents' computers had a graphics card, 81% had a sound card, 93% ran Windows XP or Vista, 71% had a DVD burner, 90% had a CD burner, and 98% had a USB port.

³ See, for example, Gelb, G. M. and Gelb, B. D. (2007) “Internet Surveys for Trademark Litigation: Ready or Not, Here They Come,” *The Trademark Reporter*, September-October.

⁴ As measured by *Inside Research*, January, 2008, Issue 236, page 13.

also programmed by e-Rewards.

25. The sample selection, study design, questionnaire, and data tabulation were carried out under my direction. The procedures employed in sample planning, questionnaire design, data processing, and quality control meet or exceed generally accepted standards. As examples of our procedures, the survey questions were either open-ended or contained all the options that respondents might reasonably consider. Before beginning the survey, respondents were told that a “don’t know” response was acceptable and that they should complete the survey without reference to other people or materials except those provided in the survey. Screening questions included response options that qualified and options that did not qualify for the survey. This was done to minimize false answers intended to self-select into the survey, and to minimize guessing the specific topic of the survey before answering the secondary meaning questions.

26. I used a number of steps to validate respondent identity and confirm that respondents were paying attention while taking the survey:

- i. Respondents were asked to enter their ZIP code at two different points during the interview. Both entries were required to match.
- ii. At the end of the survey, respondents were asked to re-answer key qualifying questions they had answered at the beginning of the survey, such as whether they buy or participate in buying computers or audio/video equipment, and whether they have items that play analog materials, such as camcorders or VCRs.⁵
- iii. At the end of the survey, respondents had to affirm that they were the panelist invited to participate, that they completed the survey in accordance with instructions and without outside assistance, and that their responses were truthful expressions of their opinions.

27. Those who did not meet the validations and confirmations above were removed from the data set. No respondent was removed for failure to match ZIP code or to agree to the verification

⁵ Had we conducted a mall study, we would have telephoned respondents after the interviews with a questionnaire focused on these two questions. However, these products are largely purchased online, making an online study appropriate, and such followup telephone calls are typically not possible in this setting.

statement, but 13 were removed for failure to match screening responses in duplicate questions at the end of the interview. Exhibit 5 provides all the responses from each respondent.

DETAILED FINDINGS FROM THE SURVEY

28. It is my understanding that secondary meaning assesses whether a "significant" or "substantial part" of the customer class uses a mark to identify a single source.⁶ Consistent with that definition, my survey measured secondary meaning as the percentage of all respondents who were both aware of the term "VHS TO DVD" and also associated it with only one company, regardless of whether they had a specific company in mind.⁷ The survey data are summarized in the table that follows.

	Number of Responses	% Among Total Sample (N=251)	% Among Those Aware or Possibly Aware (N=205)
Aware of "VHS TO DVD" on A/D conversion products	205	82%	100%
Associate "VHS TO DVD" with one company	12	5%	6%
Associate "VHS TO DVD" with more than one company	33	13%	16%
Do not associate "VHS TO DVD" with any company/companies	123	49%	60%
Don't know/not sure	37	14%	18%

29. The data summarized in the table above and provided in detail in Exhibit 4 show that even

⁶ See McCarthy, J. Thomas, *McCarthy on Trademarks and Unfair Competition*, 32:190

⁷ For example, one author states that questions matching "the accepted definition of secondary meaning" should ask whether a trademark is associated with plaintiff's product without asking respondents to provide the plaintiff's name. See Vincent N. Palladino, "Assessing Trademark Significance: Genericness, Secondary Meaning, and Surveys" in *The Trademark Reporter*, July-August, 2002, p. 165. Similarly, Professor McCarthy suggests that surveys should determine whether consumers associate the term with a single anonymous source (*McCarthy on Trademarks and Unfair Competition, Fourth Edition*, by J. Thomas McCarthy, 32:191)

among respondents who claimed awareness or possible awareness of "VHS TO DVD," only 6% associated it with a single company. As can be seen above, only 5% of all respondents in the sample associate "VHS TO DVD" with analog-to-digital conversion products of only one company. Far greater percentages of respondents associate the term with more than one company or with no company or companies.

30. A number of sources discuss the specific percentages required to indicate that secondary meaning exists among an appreciable percentage of consumers. For example, McCarthy notes that figures over 50% are generally regarded by courts as "clearly sufficient," and mentions cases in which 25% and 10% were not. Palladino also refers to a case where a level as low as 42% was accepted by the court.⁸ I am unaware of any source that would suggest that the data from my survey, showing a 5% level of association with a single source, would support a finding that the term "VHS TO DVD" has any substantial level of secondary meaning. Consequently, I conclude that the term "VHS TO DVD" does not have appreciable or significant levels of secondary meaning in this marketplace.

31. As mentioned earlier, I have reviewed the expert reports of Jay Choi, J.O. Colley, and Michael Romanies. Based on my review of those reports, I do not believe any of those reports address the issue of whether "VHS TO DVD" has secondary meaning in this marketplace.

32. Whether they associated "VHS TO DVD" with one company, more than one company, no company or companies, or weren't sure, respondents were asked to describe, in their own words, their reasons for giving that answer. Consumer surveys commonly ask such open-ended questions and survey researchers code, or methodically categorize, the responses in order to investigate and analyze consumer motivations, behaviors, and attitudes. As Professor McCarthy states, verbatim responses "may provide a window into consumer thought processes in a way that mere statistical data cannot."⁹ The verbatim responses were summarized with codes or themes that are shown in

⁸ *McCarthy on Trademarks and Unfair Competition, Fourth Edition*, updated March 2009, 32:190. Also, Vincent N. Palladino, "Surveying Secondary Meaning" in *The Trademark Reporter*, Vol. 84, 1994.

⁹ From *McCarthy on Trademarks and Unfair Competition, Fourth Edition*, updated March 2009, 32:178.

the tabulated responses to Question 12 in Exhibit 4. Note that some responses were assigned more than one code.

33. The most common codes or themes voiced by respondents are as follows:

- i. One Company: Among the 12 respondents who associated the words “VHS TO DVD” with the A/D conversion products of one company, 6 provided comments that suggest that they are only aware of one company that makes this kind of product or does this, while 5 named one specific company.
- ii. More than One Company: Among the 33 respondents who associated “VHS TO DVD” with more than one company, 21 (64%) gave answers that suggest there probably are or must be multiple companies, or that they have seen more than one company that does this, while 10 (30%) indicated that they have heard of, seen, or purchased the product or technology.
- iii. No Company or Don’t Know: Among the 160 respondents who associated “VHS TO DVD” with no company, or who didn’t know, 78 (49%) said they didn’t associate it with any company or brand or don’t know a company that does this, while 45 (28%) said they have heard of, seen, or purchased the product, process, or technology.

34. Analysis of all the verbatim comments provided by respondents, regardless of their answer to Question 11, also suggests that consumers may understand the phrase “VHS TO DVD” either as describing a general process or function whereby one transfers material from a VHS tape to a DVD, or as describing a general type of equipment that can be used for this process.

35. Comments suggesting that this term describes a general process or function are best stated by respondent 249, who said, “I associate it with a process, not a company.” Other respondents voiced similar themes in their comments, such as those in the examples listed in the table that follows.¹⁰

¹⁰ All verbatim comments are provided as they were typed by respondents, including capitalization and grammar.

ID Number	Verbatim Response
733	Don't know of any company specializes in VHS to DVD
783	many different companies have products the take vhs and put in on DVD. Not to mention you can run a vcr to your computer and burn the contents to your pc's dvd drive
851	I assume there are multiple companies that have products to do this.
1108	Should be multiple Mom & Pop businesses capable of performing this function.
1162	I am only vaguely aware of the process and do not associate it with any particular company
1216	I am not familiar with any particular product that converts VHS to DVD
1311	I've seen products of this type made by many electronics companies, and personally use a VCR and DVD recorder made by separate companies to do this task.
1575	Sounds like a generic term to me.
1604	i just know there are more than one way to do it
1659	Because I do not know the name of a company that does this.
1755	I recall hearing about transferring your VHS to DVDs but I cannot recall a specific brand or company.
1835	don't know companies/products specifically that provide this service
2141	I can't think of any company that converts "VHS to DVD"
2634	I know of the process but don't know who can do this
2656	I have heard of the process but never associated it with a specific company
2695	It is a process not a brand name
2948	I have heard my husband and other friends referring to copying video on to DVD.
2786	Have just heard the devices are out there, but don't know who makes them
2990	There is many different company's that have VHS to DVD with analog-to-digital conversion.
3505	Not sure what a company has to do with this process
3844	not enough knowledge of this particular process
4031	I've heard of the process but I don't know the names or am familier enough with brand names.
4099	thought more than 1 company did this

36. It is particularly notable that the survey questionnaire never used the term "process," yet a number of respondents used the word "process" in their responses.

37. As I stated earlier, many respondents also seemed to use the term "VHS TO DVD" to describe a general type of software or equipment that can be used to transfer VHS tapes to DVD.

Some of these comments are as follows:

ID Number	Verbatim Response
446	I HAVE ONE CONVERTER. I DON'T KNOW IF THERE ARE OTHERS.
586	several companies that make devices that do this
688	Everyone can do it if you have the equipment.
851	I assume there are multiple companies that have products to do this.
1039	I've seen them in catalogs you can buy the machine and convert a vhs tape onto a dvd
1080	I know what this is but I am not sure about what companies market this equipment
1285	I have considered possibly buying one of these items so I know that there are different manufacturers
1311	I've seen products of this type made by many electronics companies, and personally use a VCR and DVD recorder made by separate companies to do this task.
1760	I have seen software from ADS Tech and Pinnacle
1861	know of pinnacle and roxio
1952	I know this product exists, but I don't know who makes it.
1972	I am sure that more than one company makes this kind of product
2265	I figure it is a product made by many companies
2490	I own one and cannot remember the company that made it.
2595	there are alot of electronic companies that make them.
2626	not sure who has the device
2890	I own a Sony product that handles this function.
2990	There is many different company's that have VHS to DVD with analog-to-digital conversion.
3981	plenty of companies make products that do the conversion
4106	I don't associate the products to any specific company.
4319	I have 2 diff kinds of VHS to DVD machines in my home.
4671	There are several electronic companies
4789	Not sure who makes these converters
4966	sony and toshiba

38. The actual verbatim responses of the 12 respondents who associate "VHS TO DVD" with one company are shown below.

ID Number	Reasons for Associating "VHS TO DVD" with One Company
446	I HAVE ONE CONVERTER. I DON'T KNOW IF THERE ARE OTHERS
847	My Sony has two drives (VHS and DVD) I can put a VHS movie on and record it as it plays on to a DVD disk.
875	not sure
2151	There is only one that I know of
2635	sony
3139	I'm only aware of one company making this.

(This table is continued on the next page)

ID Number	Reasons for Associating "VHS TO DVD" with One Company
4519	sony seems to have it all
2890	I own a Sony product that handles this function.
3532	because I have only seen ads for one company
3960	One company does the conversion.
2922	U-Lead
5465	i only associate the words with one company because it is one product that does several items.

39. A number of the 12 respondents above who associated the term with a single company mentioned that they have, or know of, one specific product that performs such conversions. While the survey questions did not ask for identification of a specific source, it is notable that 4 of the respondents above specifically reference Sony by name (ID's 847, 2635, 2890, and 4519), while other comments refer to single, yet unnamed, companies. None of the comments clearly suggests that the respondent has the Honestech product in mind, because no respondent named "Honestech" (in any spelling) in giving his/her reasons for associating "VHS TO DVD" with only one company.

CONCLUSION


40. My conclusions, based on the survey I conducted, as well as my professional experience, include two primary findings. First, the phrase "VHS TO DVD" has not attained appreciable levels of secondary meaning among relevant consumers. The survey I conducted demonstrated that while there was high awareness of the phrase "VHS TO DVD," only 5% to 6% of respondents associated these words with a single company.

41. My second conclusion is that many consumers understand this phrase as describing either a general process of recording from a VHS tape to a DVD, or as describing a general type of equipment that can be used for this process.

42. In connection with my anticipated testimony related to this matter, I plan to prepare demonstrative exhibits which will summarize and support the opinions I provide at trial and/or deposition. I have not yet prepared those demonstrative exhibits.

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct to the best of my belief.

Executed in Encino, California, on August 21, 2009.



Dr. Bruce R. Isaacson

EXHIBIT 1
Dr. Bruce Isaacson CV and Testimony Experience



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DR. BRUCE R. ISAACSON, DBA, MBA

QUALIFICATIONS

- Expert in marketing, market research, branding, and strategy.
- Experience in research, consulting, and intellectual property matters.
- Doctorate and MBA, Harvard Business School; BS Engineering, Northwestern University Technological Institute.

CURRENT OCCUPATION

Marylander Marketing Research, Encino, CA
PRESIDENT

2005 to Present

MMR provides surveys, analysis, and consulting focused on understanding the attitudes and behaviors of customers and prospective customers. MMR was founded more than 30 years ago and helps clients to attract and retain customers, manage and grow brands, launch and improve products, and support intellectual property litigation.

- **Manage research-based consulting firm**
President of research firm, responsible for firm strategy, client projects, and overall business.
- **Manage clients and projects**
Design studies, manage research, and present findings for clients in practice areas including consumer goods and services, restaurant/retail, litigation, technology, health care, and other industries. Studies focus on topics in marketing, research, and strategy. Regularly provide research, declarations, and expert witness services for intellectual property litigation.
- **Develop MMR's intellectual property**
Develop and manage MMR's research and analysis capabilities. Develop new products, serve as frequent speaker at conferences, seminars, and meetings on topics relating to marketing, research, and strategy.

EDUCATION

- Doctor of Business Administration/Marketing, **Harvard Business School**, 1995.
- MBA with High Distinction, **Harvard Business School**, 1991. Graduated in top 5% of class as a Baker Scholar.
- Bachelor of Science in Engineering with focus on Regional Development, **Northwestern University Technological Institute**, 1985.

PRIOR PROFESSIONAL EXPERIENCE

Fairview Company, Calabasas, CA
MANAGING DIRECTOR

2002 to 2004

- **West Coast Practice Leader of Executive Development for Monitor Group.**
 Designed and managed marketing and strategy executive education programs for clients of an international consulting firm. Developed curriculum, served as lead faculty on programs for Fortune 100 clients in industries including consumer products, biotechnology and technology.
- **Consulted with clients in technology, software, and financial services.**
 Provided consulting services in marketing and strategy. Also provided services related to mergers and acquisitions – researching sectors, raising capital, and negotiating offers with target companies.

Intuit/Digital Insight, Calabasas, CA

2001 to 2002

SENIOR VICE PRESIDENT FOR PRODUCTS, MARKETING, AND ALLIANCES

- **Managed business line for \$130 million provider of outsourced banking services and software.**
 Directed marketing, strategy, alliances, mergers, acquisitions, resellers, and pricing for 9 business lines. Managed \$29 million budget and staff of 40. Contributed to 38% revenue growth to \$130 million in 2002.
- **Transformed technical product group into revenue-focused organization.**
 Created and managed 7 cross-functional teams for key initiatives with \$5 million in potential revenues. Developed programs for client base of 1,600 banks and credit unions.
- **Built product management and strategy functions.**
 Set priorities for \$22 million R&D budget, pared down 370 projects to focus on high return categories. Directed \$51 million acquisition and post-merger conversion of 150 new clients.

Move, Inc. (NASDAQ: MOVE) Westlake Village, CA
PRESIDENT, HOME SERVICES

1999 to 2001

- **Founded home services division for \$320 million software/services provider to real estate industry.**
 Directed business unit for new division as one of 5 division presidents reporting to firm President.
- **Started and managed division focused on the home improvement industry.**
 Created business plan, recruited team, developed products, launched marketing and sales programs. Negotiated alliances with National Association of Homebuilders, American Institute of Architects. Built services directory of 300,000 providers in 28 categories. Launched 3 product lines, grew to 600 clients.

PHH Corporation (NYSE: PHH), Mortgage Division, Mount Laurel, NJ
VICE PRESIDENT, MARKETING

1997 to 1999

- **Directed marketing for \$26 billion outsourced mortgage services division.**
 Company provided private label loans and loan servicing for customers and partners, including Merrill Lynch, Wells Fargo, USAA, Coldwell Banker, Century 21. Served on 14-member Executive Committee. Managed \$14 million budget and 60 people in marketing, research, public relations, advertising, strategic planning, business development and e-commerce.

- **Created collateral for selling, processing, and closing loans distributed to 750,000 customers annually.**
Redesigned sales materials used by 150-person sales force. Created point-of-sale materials and placed in 1,600 real estate offices nationwide. Negotiated co-marketing deals with software, real estate, financial service companies.
- **Built the company's first online platform to originate, close and service mortgages online.**
Created co-branded system used by 1,400 partners to originate \$700 million in mortgages in 2000. Developed complete technology solution interfacing with 3 major legacy computer systems. Integrated with over 2,000 sales and customer service reps.

Boston Consulting Group, Chicago, IL
CONSULTANT

1995 to 1997

- **Consulted in marketing, strategy and distribution for \$1 billion international strategy consulting firm.**
Designed and rolled out database marketing program including frequent shopper card for international supermarket chain.
Developed global purchasing strategy across 14 business units and 8 plants for \$3 billion consumer goods company.
Evaluated market strategy for \$800 million division of paper goods company.

Harvard Business School, Cambridge, MA
DEAN'S DOCTORAL FELLOW

1991 to 1995

- **Developed and implemented multi-year research project analyzing buyer-supplier alliances.**
Authored 14 publications including best-selling case studies and articles in distribution, sales, supplier management, purchasing, branding, new products. Taught in Babson College Executive MBA program.

E&J Gallo Winery, Modesto, CA
MBA INTERN

1990

- Summer intern at global winery. Developed packaging strategy, distribution and retailer incentive programs for the wine cooler category.

Long Wharf Trading Company, Danvers, MA
PRESIDENT & CO-FOUNDER

1986 to 1989

- **Co-founded company manufacturing high quality sewn products for advertising premiums.**
Directed 30 employees. Clients included banks, universities, corporations, schools and museums. Company was featured with full-page story in *Inc. Magazine* for innovative strategy.

Parsons Corporation/Barton-Aschman Associates, Evanston, IL
ASSOCIATE CONSULTANT

1985 to 1986

- **Conducted strategic and operations planning for public transportation systems at global construction and regional planning company.**
Received *President's Award* for outstanding initiative and performance.

HONORS, APPOINTMENTS, AFFILIATIONS

- Member, American Marketing Association (AMA)
 - Member, Counsel of American Survey Research Organizations (CASRO)
 - Member, International Trademark Association (INTA)
 - Member, Marketing Research Association (MRA)

 - Editorial Board, *Journal of Business-to-Business Marketing*, 1994 - present
 - Policy Advisory Board, Joint Center for Housing Studies at Harvard University, 1999 - 2001
 - Winner, Doctoral Dissertation, Institute for Study of Business Markets, Penn State, 1994
 - George S. Dively Award for Innovative Research, Harvard Business School, 1993
 - George F. Baker Scholar, Harvard Business School (top 5% of class), 1991
 - Dean's Doctoral Fellowship, Harvard Business School, 1993 -1995
-

SELECTED SPEAKING ENGAGEMENTS

Frequent speaker at industry conferences and client events on topics relating to marketing and strategy, including:

- "What Can We Learn from Customer Satisfaction Studies?" Real Trends Marketing & Technology Expo, September 2006.
 - "Understanding Today's Customers and Making Tough Choices – Lessons Learned From Starbucks," Western Foodservice & Hospitality Expo, August 2007.
 - "Measuring Consumer Attitudes and Behaviors in Intellectual Property Litigation," Continuing Legal Education (CLE) seminar presented to audiences including:
 - Orange County Bar Association, November 2007.
 - Baker Botts, LLP, March, 2008.
 - Amster, Rothstein & Ebenstein LLP, March, 2008.
 - Fulwider Patton, LLP, March, 2008.
 - "Understanding Your Customer and Making Tough Strategic Choices," International Restaurant & Foodservice Show of New York, March, 2008.
 - "The Death of the Focus Group: Non-Traditional Research to Create Deeper Customer Insight." Presentation to American Marketing Association Annual Marketing Research Conference, September, 2008.
-

PUBLICATIONS

Why Online Consumer Surveys Can Be a Smart Choice in Intellectual Property Cases (with Dr. Jonathan Hibbard and Dr. Scott Swain). Intellectual Property Law Newsletter of the American Bar Association, Intellectual Property Law Section, May 2008.

Bose Corporation: The JIT II Program (A), (B), (C), and (D) (with Professor Roy Shapiro). Harvard Business School cases 9-694-001, -002, -003, and -004.

Bose Corporation: The JIT II Program Teaching Note. Harvard Business School teaching note 5-695-017.

Buyer-Supplier Relationships: Antecedents, Management and Consequences. Harvard Business School doctoral dissertation, 1996.

Goodyear: The Aquatred Launch (with Professor John Quelch). Harvard Business School case 9-594-106. *Best seller.*

Goodyear: The Aquatred Launch Teaching Note (with Professor John Quelch). Harvard Business School teaching note 5-595-016.

Industrial Marketing (with Professor V. Kasturi Rangan). In *AMA Management Handbook, Third Edition*, edited by John J. Hampton. New York: Amacom Books, 1994, pp. 2-101 to 2-108.

Managing Buyer-Supplier Relationships. Preface to *JIT II: Revolution in Buying and Selling*, edited by Lance Dixon and Anne Millen Porter. Newton, MA: Cahners Publications, Inc., 1994

Philip Morris: Marlboro Friday (A) and (B). Harvard Business School case 9-596-001 and -002.

Scope and Challenge of Business-to-Business Marketing (with V. Kasturi Rangan). Harvard Business School class note 9-594-125.

Vistakon: 1 Day Acuvue Disposable Contact Lenses (with Alvin J. Silk and Marie Bell). Harvard Business School case 9-596-087.

What is Industrial Marketing? (with Professor V. Kasturi Rangan). Harvard Business School class note 9-592-012.



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Dr. Bruce Isaacson
Litigation Expert Witness Experience

August, 2009

Cases in which Dr. Bruce Isaacson has testified as an expert at trial, including written expert reports submitted to the court or by deposition in the past four years.

High Voltage Beverages, LLC v. The Coca-Cola Company

U.S. District Court, Southern District of New York

Luv N' Care Ltd. and Admar International, Inc. v. Royal King Baby Product Co., Ltd.

U.S. District Court, Southern District of New York

Luv N' Care Ltd. and Admar International, Inc. v. Walgreen Co. and Kmart Corp.

U.S. District Court, Eastern District of Texas, Marshall Division

Larry C. Flynt, LFP Video Group, LLC, et al v. Flynt Media Corporation et al

U.S. District Court, Central District of California

Richard Dominguez et al, v. UAL Corporation

U.S. District Court, District of Columbia

JIPC Management, Inc. v. Incredible Pizza Co., Inc. and Incredible Pizza Franchise Group, LLC

U.S. District Court, Central District of California

James and Mary Jordan et al v. The Scott Fetzer Company

U.S. District Court, Middle District of Georgia

Quiksilver, Inc. v. Tween Brands, Inc.

U.S. District Court, Eastern District of Virginia

Natural Balance Pet Foods v. Royal Canin USA

U.S. District Court, Central District of California

Tokidoki, LLC v. Fortune Dynamic Inc.

U.S. District Court, Central District of California

Luppen Holdings v. Pitney Bowes

U.S. District Court, Central District of California

American Healthcare Products, Inc. v. Great American Marketing, Inc. and Great American Manufacturing, Inc.

U.S. District Court, Central District of California

EXHIBIT 2
Questionnaire

MMR Analog-to-Digital Survey (PROGRAMMER: DO NOT PUT "Analog-to-Digital" IN INTRO TO THE SURVEY RESPONDENTS SEE)

Total Sample Size = 250 Pilot sample size = 60

PROGRAMMER: DO NOT ALLOW RESPONDENTS TO GO BACK TO ANY PREVIOUS QUESTION.

PROGRAMMER: Screening

Thank you very much for agreeing to participate in our survey. Please answer every question to the best of your ability. There are no right or wrong answers; we are only interested in your opinions.

On any question, if you don't know how to answer, it is all right to indicate that you don't know or you are not sure. Please do not guess or consult any other person or source, such as the Internet, while you are completing this survey.

Also, please do not use your browser's Back button to return to a prior question or your survey will be terminated.

1. Which of the following categories includes your age?

Under 18	→	TERMINATE
19 to 20	→	TERMINATE
21 to 34	→	CONTINUE: AGE QUOTA 1: 26%
35 to 54	→	CONTINUE: AGE QUOTA 2: 40%
55 or older	→	CONTINUE: AGE QUOTA 3: 34%

PROGRAMMER: IF RESPONDENT IS UNDER 21 OR AGE QUOTA IS FILLED, TERMINATE AND SKIP TO Q 100.

2. Please indicate your gender.

Male	→	GENDER QUOTA 50%
Female	→	GENDER QUOTA 50%

PROGRAMMER: IF OVER QUOTA FOR RESPONDENT'S GENDER, TERMINATE AND SKIP TO Q 100.

3. Please enter the ZIP code of your home address.

[]
[FORCE 5 DIGIT NUMERIC RESPONSE]

4. Which, if any, of the following do you buy or participate in selecting for your household?

PROGRAMMER: RANDOMIZE ORDER OF RESPONSE OPTIONS.

Audio and video equipment	→	OK TO CONTINUE
Kitchen appliances		
Computers	→	OK TO CONTINUE
Furniture		
None of these		

PROGRAMMER: RESPONDENT MUST SELECT "AUDIO AND VIDEO EQUIPMENT" AND/OR "COMPUTERS" IN Q 4 TO CONTINUE. OTHERWISE, TERMINATE AND SKIP TO Q 100.

5. a. Which, if any, of the following do you have in your household?

PROGRAMMER: RANDOMIZE ORDER OF ITEMS IN LIST

- | | |
|---------------------------------------|-------------------------|
| Computer less than 4 years old | 1 → MUST SAY TO QUALIFY |
| * VCR or videotape player | 2 |
| * Camcorder | 3 |
| * Turntable for playing vinyl records | 4 |
| * Audio cassette player | 5 |
| DVD player | 6 |
| CD player | 7 |
| iPOD or MP3 player | 8 |
| None of these | 9 |

PROGRAMMER: RESPONDENT MUST SELECT "COMPUTER" AND AT LEAST ONE OF * ITEMS TO CONTINUE. OTHERWISE, TERMINATE AND SKIP TO Q. 100

PROGRAMMER: SHOW IN LIST FOR Q. 5b ONLY THOSE ITEMS THAT CORRESPOND TO ANSWERS SELECTED IN Q. 5a

5. b. On which, if any, of the following formats do you have audio or video material recorded?

PROGRAMMER: PUT ITEMS IN SAME ORDER AS FOR COMPARABLE ITEMS IN Q.5a

- | | |
|-----------------------|---|
| * Video cassettes | 2 |
| * Camcorder cassettes | 3 |
| * Vinyl records | 4 |
| * Audio cassettes | 5 |
| DVDs | 6 |
| CDs | 7 |
| iPOD or MP3 player | 8 |
| None of these | 9 |

PROGRAMMER: RESPONDENT MUST SELECT AT LEAST ONE OF * ITEMS TO CONTINUE. OTHERWISE, TERMINATE AND SKIP TO Q. 100

6. Please indicate whether or not you or anyone in your household works for each of the following types of organization.

PROGRAMMER: RANDOMIZE ORDER OF LIST

	Yes	No	Don't Know
a) An advertising agency or marketing research firm	1	2	3
b) A company or store that makes or sells audio or video cassettes	1	2	3
c) A company or store that makes or sells audio or video equipment or software	1	2	3

PROGRAMMER: IF YES TO A OR C IN Q. 6, RESPONDENT DOES NOT QUALIFY. TERMINATE AND SKIP TO Q 100

7. Within the past 60 days, how many online surveys have you completed that relate to audio/video electronics other than video games?

- | | |
|------------------|---|
| None | 1 |
| 1 | 2 |
| 2 or more | 3 |
| Don't know | 4 |

PROGRAMMER: IF Q7 ANSWER IS "DON'T KNOW" OR "2 OR MORE," TERMINATE & SKIP TO 100

8. Please enter the ZIP code of your home address.

[_____]

[FORCE 5 DIGIT NUMERIC RESPONSE]

[IF ZIP CODE IN Q.8 DOES NOT MATCH TO Q. 3, ASK Q9; IF IT DOES MATCH, SKIP TO Q.10]

9. To verify, please enter your home ZIP code again.

[_____]

[FORCE 5 DIGIT NUMERIC RESPONSE]

[IF ASKED, ZIP CODE IN Q 9 MUST MATCH ZIP CODE IN Q.3 OR Q. 8. IF ZIP CODE IN Q.9 DOES NOT MATCH TO Q.3 OR Q. 8, TERMINATE & SKIP TO Q. 100]

Main Questionnaire

PROGRAMMER: ROTATE ORDER OF "YES" AND "NO" RESPONSE OPTIONS

10. Have you seen or heard of "VHS TO DVD" on products that are used to convert analog recordings, such as audio cassettes or video cassettes, to a digital format?

Yes	1
No	2
I don't know	3

PROGRAMMER: IF "NO" SELECTED IN Q 10, SKIP TO Q 13

PROGRAMMER: ROTATE ORDER OF "ONE" AND "MORE THAN ONE" RESPONSE OPTIONS

11. Do you associate the words "VHS TO DVD" with analog-to-digital conversion products of one, or more than one, company?

One company	1
More than one company	2
Don't associate with any company or companies	3
I don't know/am not sure	4

PROGRAMMER: SHOW Q 12 ON SAME SCREEN WITH Q 11 & REQUIRE RESPONSE

12. Why do you say that? Please be as specific as possible.

13. Do you buy or participate in selecting computers or audio/video equipment for your household?

Yes	-1
No	-2

[IF Q 13= NO, RESPONDENT DOES NOT VALIDATE: FLAG ID NUMBER FOR REMOVAL FROM DATA SET.]

14. On which, if any, of the following formats do you have audio or video material recorded?

PROGRAMMER: LIST SAME ITEMS IN SAME ORDER AS IN Q.5b

* Video cassettes	2
* Camcorder cassettes	3
* Vinyl records	4
* Audio cassettes	5
DVDs	7
CDs	8
iPOD or MP3 player	9
None of these	11

PROGRAMMER: IF RESPONDENT DOES NOT SELECT AT LEAST ONE OF * ITEMS, INTERVIEW DOES NOT VALIDATE; FLAG ID NUMBER FOR REMOVAL FROM DATA SET.

15. Earlier you indicated that you have a computer that is less than 4 years old. Please indicate whether or not that computer has each of the following characteristics.

PROGRAMMER: RANDOMIZE ORDER OF ITEMS IN LIST

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
Has a graphics card	1	2	3
Has a sound card	1	2	3
Runs Windows XP or Windows Vista	1	2	3
Has a DVD burner	1	2	3
Has a CD burner	1	2	3
Has a USB port	1	2	3

16. Please read the statement that follows and click either "I Agree" or "I Disagree." If any portion of the statement is not true, please click "I Disagree."

STATEMENT

I am the panelist who was invited to participate in this survey. I completed this survey myself, without assistance or advice from any other person or source, and in accordance with the instructions provided in the survey. The answers I have given are truthful expressions of my opinions.

Your response to the above statement will not affect your rewards for completing the survey.

[THANK AND REWARD RESPONDENT FOR COMPLETION, REGARDLESS OF ANSWER TO Q. 16, BUT FLAG RESPONDENTS THAT ANSWERED "I DISAGREE" FOR TALLYING & REMOVAL FROM DATASET]

Thank you for completing our survey.
Please click here to be rewarded.

PROGRAMMER: SHOW Q 100 ONLY IF TERMINATED IN QUESTIONS 1, 2, 4, 5, 6, 7, 8, 9

Q 100 Thank you for your interest in this survey. However, we are looking for individuals with specific qualifications.

Please click here to be rewarded.

EXHIBIT 3
Screen Shots of the Survey as it Appeared to Respondents



**We value
your time**

Thank you very much for agreeing to participate in our survey. Please answer every question to the best of your ability. There are no right or wrong answers; we are only interested in your opinions.

On any question, if you don't know how to answer, it is all right to indicate that you don't know or you are not sure. Please do not guess or consult any other person or source, such as the Internet, while you are completing this survey.

Also, please do not use your browser's Back button to return to a prior question or your survey will be terminated.

Please click on the '>>' button to continue to the next question.



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Which of the following categories includes your age?

- ☐ Under 18
- ☐ 19 to 20
- ☐ 21 to 34
- ☐ 35 to 54
- ☐ 55 or older

Please click on the ">>" button to continue to the next question.

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Please indicate your gender.

- ☐ Male
- ☐ Female

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Please enter the ZIP code of your home address.

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Which, if any, of the following do you buy or participate in selecting for your household?

- ☐ Audio and video equipment
- ☐ Kitchen appliances
- ☐ Furniture
- ☐ Computers
- ☐ None of these

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Which, if any, of the following do you have in your household?

- ☐ Computer less than 4 years old
- ☐ Camcorder
- ☐ DVD player
- ☐ IPOD or MP3 player
- ☐ Audio cassette player
- ☐ VCR or videotape player
- ☐ Turntable for playing vinyl records
- ☐ CD player
- ☐ None of these

Please click on the ">>" button to continue to the next question.

>>



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your time

On which, if any, of the following formats do you have audio or video material recorded?

- ☐ Audio cassettes
- ☐ Video cassettes
- ☐ CDs
- ☐ IPOD or MP3 player
- ☐ DVDs
- ☐ Camcorder cassettes
- ☐ Vinyl records
- ☐ None of these

Please click on the ">>" button to continue to the next question.

>>



**We value
your time**

Please indicate whether or not you or anyone in your household works for each of the following types of organization.

	Yes	No	Don't Know
An advertising agency or marketing research firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A company or store that makes or sells audio or video cassettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A company or store that makes or sells audio or video equipment or software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please click on the '>>' button to continue to the next question.

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Within the past 60 days, how many online surveys have you completed that relate to audio/video electronics other than video games?

- ☐ None
- ☐ 1
- ☐ 2 or more
- ☐ Don't know

Please click on the '>>' button to continue to the next question.

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Please enter the ZIP code of your home address.

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Have you seen or heard of "VHS TO DVD" on products that are used to convert analog recordings, such as audio cassettes or video cassettes, to a digital format?

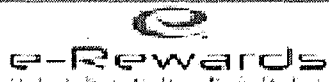
- ☐ No
- ☐ Yes
- ☐ I don't know

Please click on the '>>' button to continue to the next question.

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Do you associate the words "VHS TO DVD" with analog-to-digital conversion products of one, or more than one, company?

- ☐ One company
- ☐ More than one company
- ☐ Don't associate with any company or companies
- ☐ I don't know/am not sure

Why do you say that?

Please be as specific as possible.

Please click on the next button to continue to the next questions.

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Do you buy or participate in selecting computers or audio/video equipment for your household?

☐ Yes

☐ No

Please click on the '>>' button to continue to the next question.

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On which, if any, of the following formats do you have audio or video material recorded?

- ☐ Audio cassettes
- ☐ Video cassettes
- ☐ CDs
- ☐ IPOD or MP3 player
- ☐ DVDs
- ☐ Camcorder cassettes
- ☐ Vinyl records
- ☐ None of these

Please click on the ">>" button to continue to the next question.

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Earlier you indicated that you have a computer that is less than 4 years old. Please indicate whether or not that computer has each of the following characteristics:

	Yes	No	Don't Know
Has a CD burner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has a sound card	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has a USB port	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Runs Windows XP or Windows Vista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has a graphics card	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has a DVD burner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please click on the ">>" button to continue to the next question.

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Please read the statement that follows and click either "I Agree" or "I Disagree." If any portion of the statement is not true, please click "I Disagree."

I am the panelist who was invited to participate in this survey. I completed this survey myself, without assistance or advice from any other person or source, and in accordance with the instructions provided in the survey. The answers I have given are truthful expressions of my opinions.

☐ I Agree

☐ I Disagree

Your response to the above statement will not affect your rewards for completing the survey.

Please click on the ">>" button to continue to the next question.

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EXHIBIT 4
Data Tabulations

Question 1: Which of the following categories includes your age?

Category	#	Percent
Under 18	0	0%
19 to 20	0	0%
21 to 34	65	26%
35 to 54	100	40%
55 or older	86	34%
Total	251	100%

Question 2: Please indicate your gender.

Category	#	Percent
Male	126	50%
Female	125	50%
Total	251	100%

Question 4: Which, if any, of the following do you buy or participate in selecting for your household?

Category	#	Percent
Audio and video equipment	238	95%
Kitchen appliances	224	89%
Computers	242	96%
Furniture	231	92%
None of these	0	0%
Total	251	100%

Question 5a: Which, if any, of the following do you have in your household?

Category	#	Percent
Computer less than 4 years old	251	100%
VCR or videotape player	226	90%
Camcorder	126	50%
Turntable for playing vinyl records	94	38%
Audio cassette player	160	64%
DVD player	246	98%
CD player	227	90%
iPOD or MP3 player	171	68%
None of these	0	0%
Total	251	100%

Question 5b: On which, if any, of the following formats do you have audio or video material recorded?

Category	#	Percent
Video cassettes	208	83%
Camcorder cassettes	101	40%
Vinyl records	74	30%
Audio cassettes	142	57%
DVDs	226	90%
CDs	216	86%
iPOD or MP3 player	165	66%
None of these	0	0%
Total	251	100%

Question 6: Please indicate whether or not you or anyone in your household works for each of the following types of organization.

An advertising agency or marketing research firm

Category	#	Percent
Yes	0	0%
No	251	100%
Don't Know	0	0%
Total	251	100%

A company or store that makes or sells audio or video cassettes

Category	#	Percent
Yes	0	0%
No	251	100%
Don't Know	0	0%
Total	251	100%

A company or store that makes or sells audio or video equipment or software

Category	#	Percent
Yes	0	0%
No	251	100%
Don't Know	0	0%
Total	251	100%

Question 7: Within the past 60 days, how many online surveys have you completed that relate to audio/video electronics other than video games?

Category	#	Percent
None	232	92%
1	19	8%
2 or more	0	0%
Don't know	0	0%
Total	251	100%

Question 10: Have you seen or heard of "VHS TO DVD" on products that are used to convert analog recordings, such as audio cassettes or video cassettes, to a digital format?

Category	#	Percent
Yes	200	80%
No	46	18%
Don't Know	5	2%
Total	251	100%

Question 11: Do you associate the words "VHS TO DVD" with analog-to-digital conversion products of one, or more than one, company?

Category	#	Percent
One company	12	6%
More than one company	33	16%
Don't associate with any company or companies	123	60%
I don't know/am not sure	37	18%
Total	205	100%

Question 13: Do you buy or participate in selecting computers or audio/video equipment for your household?

Category	#	Percent
Yes	251	100%
No	0	0%
Total	251	100%

Question 14: On which, if any, of the following formats do you have audio or video material recorded?

Category	#	Percent
Video cassettes	211	84%
Camcorder cassettes	103	41%
Vinyl records	73	29%
Audio cassettes	140	56%
DVDs	226	90%
CDs	215	86%
iPOD or MP3 player	163	65%
None of these	0	0%
Total	251	100%

Question 15: Earlier you indicated that you have a computer that is less than 4 years old. Please indicate whether or not that computer has each of the following characteristics.

Has a graphics card

Category	#	Percent
Yes	188	75%
No	13	5%
Don't Know	50	20%
Total	251	100%

Has a sound card

Category	#	Percent
Yes	204	81%
No	13	5%
Don't Know	34	14%
Total	251	100%

Runs Windows XP or Windows Vista

Category	#	Percent
Yes	234	93%
No	15	6%
Don't Know	2	1%
Total	251	100%

Has a DVD burner

Category	#	Percent
Yes	178	71%
No	51	20%
Don't Know	22	9%
Total	251	100%

Has a CD burner

Category	#	Percent
Yes	225	90%
No	18	7%
Don't Know	8	3%
Total	251	100%

Has a USB port

Category	#	Percent
Yes	246	98%
No	2	1%
Don't Know	3	1%
Total	251	100

Question 12: Coded reasons for associating the words "VHS TO DVD" with analog-to-digital conversion products of one company

Note: The results in the first two tables below are based on small base sizes.

Reason	Number Given The Code	Percent of Those Saying "one company" in Q11 N=12*	Percent of Those Aware or Possibly Aware of VHS TO DVD N=205
Only aware of one company that makes that kind of product/ does this	6	50%	3%
Named one specific company (4 Sony, 1 U-Lead)	5	42%	2%
Have heard of/seen/purchased the product/process/ technology	3	25%	1%
All other	1	8%	<0.5%
Don't know/not sure/no answer	1	8%	<0.5%

* **Caution: small base size**

Question 12: Coded reasons for associating the words "VHS TO DVD" with analog-to-digital conversion products of more than one company

Reason	Number Given The Code	Percent of Those Saying "more than one company" in Q11 N=33*	Percent of Those Aware or Possibly Aware of VHS TO DVD N=205
Probably/must be/have seen more than one that does this	21	64%	10%
Have heard of/seen/purchased the product/ process/technology	10	30%	5%
Named more than one specific company (2 Pinnacle, 1 roxio, 1 ADS Tech, 1 Sony, 1 Toshiba)	3	9%	1%
All other	4	12%	2%
Don't know/not sure/no answer	1	3%	<0.5%

* **Caution: small base size**

Question 12: Coded reasons for not associating the words "VHS TO DVD" with analog-to-digital conversion products of any company or companies or for answering "Don't know" in Question 11

Reason	Number Given The Code	Percent of Those Saying "don't know" or "don't associate with any company or companies" in Q11 N=160	Percent of Those Aware or Possibly Aware of VHS TO DVD N=205
Don't associate it with any company or brand/ don't know a company that does this	78	49%	38%
Have heard of /seen/purchased the product/process/ technology	45	28%	22%
Don't pay attention to specifics/details of product	21	13%	10%
Cannot remember company names	16	10%	8%
It is/seems like a general term or description of process/what the product is/does	8	5%	4%
Have not heard of this before/not aware of such products	8	5%	4%
Probably/must be/have seen more than one that does this	6	4%	3%
Named one specific company (1 Sony, 1 Go Video)	2	1%	1%
Only aware of one company that makes that kind of product/does this	1	1%	<0.5%
Named more than one specific company (Sony or Samsung)	1	1%	<0.5%
All other	8	5%	4%
Don't know/not sure/no answer	20	13%	10%

EXHIBIT 5
All Survey Responses

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responseid	respid	status	interview_start	interview_end	oqhidUserld	cqhidRespondentStatus	oqhidDurationMin	cq1	cq2	cq3
18	166	complete	8/5/2009	8/5/2009	erq3v9k4voc81	2	5	5	1	93636
24	921	complete	8/5/2009	8/5/2009	erqqs9fxj0v43	2	5	4	2	28382
31	1162	complete	8/5/2009	8/5/2009	erqqs9fxj1t84	2	14	3	2	02129
34	49	complete	8/5/2009	8/5/2009	erq3v9k4vf551	2	5	5	2	98685
39	47	complete	8/5/2009	8/5/2009	erq3v9k4vf301	2	3	4	2	31030
40	17	complete	8/5/2009	8/5/2009	erq3v9k4vbx91	2	3	5	2	85901
45	251	complete	8/5/2009	8/5/2009	erq3v9k4w6191	2	3	4	2	73072
46	262	complete	8/5/2009	8/5/2009	erq3v9k4w6x01	2	3	4	1	43609
47	1039	complete	8/5/2009	8/5/2009	erqqs9fxj1pt2	2	5	4	2	70517
53	915	complete	8/5/2009	8/5/2009	erqqs9fxj0uy9	2	2	3	2	85716
55	41	complete	8/5/2009	8/5/2009	erq3v9k4ve231	2	3	4	1	98226
61	249	complete	8/5/2009	8/5/2009	erq3v9k4w5o91	2	11	4	2	29205
62	851	complete	8/5/2009	8/5/2009	erqqs9fxj0t60	2	5	5	1	30024
64	1332	complete	8/5/2009	8/5/2009	erqqs9fxj2pr4	2	5	4	2	77429
65	854	complete	8/5/2009	8/5/2009	erqqs9fxj0t94	2	4	4	1	35027
66	1228	complete	8/5/2009	8/5/2009	erqqs9fxj1v33	2	4	5	1	54313
67	1200	complete	8/5/2009	8/5/2009	erqqs9fxj1ua5	2	3	3	1	70605
69	54	complete	8/5/2009	8/5/2009	erq3v9k4vfa11	2	4	5	1	08020
72	1302	complete	8/5/2009	8/5/2009	erqqs9fxj2ox3	2	2	3	2	44102
74	1604	complete	8/5/2009	8/5/2009	erqqs9fxj3038	2	6	4	1	64772
75	1259	complete	8/5/2009	8/5/2009	erqqs9fxj2nq8	2	4	4	1	77494
76	1687	complete	8/5/2009	8/5/2009	erqqs9fxj32e9	2	3	5	1	49307
78	1298	complete	8/5/2009	8/5/2009	erqqs9fxj2ot1	2	2	3	2	63701
81	540	complete	8/5/2009	8/5/2009	erqqs9fxj0hc6	2	3	4	2	48503
84	1311	complete	8/5/2009	8/5/2009	erqqs9fxj2p60	2	6	3	1	29631
90	1285	complete	8/5/2009	8/5/2009	erqqs9fxj2og7	2	4	3	2	48116
92	1575	complete	8/5/2009	8/5/2009	erqqs9fxj2za8	2	3	3	1	84005
94	1108	complete	8/5/2009	8/5/2009	erqqs9fxj1rq6	2	5	5	1	75801
95	744	complete	8/5/2009	8/5/2009	erqqs9fxj0q63	2	4	4	2	28269
100	1171	complete	8/5/2009	8/5/2009	erqqs9fxj1th2	2	4	4	2	04071
105	446	complete	8/5/2009	8/5/2009	erq3v9k4yp261	2	70	4	1	14534
106	1524	complete	8/5/2009	8/5/2009	erqqs9fxj2v31	2	4	5	1	33469
111	601	complete	8/5/2009	8/5/2009	erqqs9fxj0j11	2	2	3	2	38555
113	1432	complete	8/5/2009	8/5/2009	erqqs9fxj2sj7	2	3	4	2	58554
117	809	complete	8/5/2009	8/5/2009	erqqs9fxj0s04	2	3	5	2	06492
118	1347	complete	8/5/2009	8/5/2009	erqqs9fxj2q69	2	4	4	1	32127
121	1659	complete	8/5/2009	8/5/2009	erqqs9fxj31m4	2	3	3	2	34109
125	1503	complete	8/5/2009	8/5/2009	erqqs9fxj2ui7	2	4	5	2	33186
128	847	complete	8/5/2009	8/5/2009	erqqs9fxj0t29	2	7	5	2	20743
139	185	complete	8/5/2009	8/5/2009	erq3v9k4vps51	2	5	5	1	29577
140	407	complete	8/5/2009	8/5/2009	erq3v9k4whj91	2	4	3	2	08801
144	133	complete	8/5/2009	8/5/2009	erq3v9k4vln91	2	5	5	1	06468
147	26	complete	8/5/2009	8/5/2009	erq3v9k4vch01	2	7	3	2	94109
151	1760	complete	8/5/2009	8/5/2009	erqqs9fxj34g3	2	5	5	1	62704
157	237	complete	8/5/2009	8/5/2009	erq3v9k4w5101	2	4	4	1	11364
160	1773	complete	8/5/2009	8/5/2009	erqqs9fxj34t7	2	3	4	2	16057

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responseid	respid	cq4_1	cq4_2	cq4_3	cq4_4	cq4_5	cq5a_1	cq5a_2	cq5a_3	cq5a_4	cq5a_5	cq5a_6	cq5a_7	cq5a_8	cq5a_9
18	166	1	1	1	1	0	1	1	0	1	1	1	1	1	0
24	921	1	1	1	1	0	1	1	0	0	1	1	1	0	0
31	1162	1	1	1	1	0	1	0	0	0	1	1	1	1	0
34	49	1	1	1	1	0	1	1	0	0	0	1	0	0	0
39	47	1	1	1	1	0	1	1	0	0	1	1	1	1	0
40	17	1	1	1	1	0	1	1	1	0	1	1	1	0	0
45	251	1	1	1	1	0	1	1	0	1	1	1	1	1	0
46	262	1	0	1	0	0	1	1	1	0	0	1	1	1	0
47	1039	1	1	0	1	0	1	1	1	0	1	1	1	1	0
53	915	1	1	1	1	0	1	1	0	0	1	1	1	1	0
55	41	1	0	1	1	0	1	1	0	1	1	0	1	0	0
61	249	1	1	1	1	0	1	1	0	1	1	1	1	1	0
62	851	1	1	1	1	0	1	1	0	0	1	1	1	0	0
64	1332	1	1	1	1	0	1	1	0	0	1	1	1	1	0
65	854	1	1	1	1	0	1	1	0	1	1	1	1	1	0
66	1228	1	1	1	1	0	1	1	0	0	0	1	1	0	0
67	1200	1	1	1	1	0	1	0	1	1	0	1	1	1	0
69	54	1	1	1	1	0	1	1	1	1	1	1	1	1	0
72	1302	1	0	0	0	0	1	1	0	0	0	1	1	1	0
74	1604	1	1	1	1	0	1	1	1	0	1	1	1	1	0
75	1259	1	1	1	1	0	1	1	1	0	0	1	1	1	0
76	1687	1	1	1	1	0	1	0	0	0	1	1	1	0	0
78	1298	1	1	1	1	0	1	1	0	0	1	1	1	0	0
81	540	1	0	1	1	0	1	1	0	0	0	1	0	0	0
84	1311	1	1	1	1	0	1	1	1	1	1	1	1	0	0
90	1285	1	1	1	1	0	1	1	1	0	1	1	1	0	0
92	1575	1	1	1	1	0	1	1	0	0	0	1	0	0	0
94	1108	1	1	1	1	0	1	1	0	0	1	1	1	0	0
95	744	1	1	1	1	0	1	1	1	0	0	1	1	1	0
100	1171	1	1	1	1	0	1	1	0	1	1	1	1	0	0
105	446	1	1	1	1	0	1	1	1	0	0	1	1	1	0
106	1524	1	1	1	1	0	1	1	0	1	1	1	1	1	0
111	601	1	1	1	1	0	1	1	0	0	0	1	1	1	0
113	1432	1	1	0	1	0	1	1	0	1	1	1	1	1	0
117	809	1	1	1	1	0	1	1	0	0	1	1	1	0	0
118	1347	1	1	1	1	0	1	1	1	1	1	1	1	1	0
121	1659	1	0	1	1	0	1	1	0	0	0	1	1	1	0
125	1503	1	1	1	1	0	1	1	0	1	0	1	1	0	0
128	847	1	1	1	1	0	1	1	1	0	1	1	1	1	0
139	185	0	1	1	1	0	1	1	0	0	1	0	1	0	0
140	407	0	1	1	1	0	1	1	0	0	0	1	1	1	0
144	133	1	1	1	1	0	1	1	0	0	1	1	1	1	0
147	26	1	1	1	1	0	1	1	0	0	0	1	0	1	0
151	1760	1	1	1	1	0	1	1	1	1	0	1	1	1	0
157	237	1	1	1	0	0	1	1	1	1	1	1	1	1	0
160	1773	1	1	1	1	0	1	1	1	1	0	1	1	1	0

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responseid	respid	cq5b_2	cq5b_3	cq5b_4	cq5b_5	cq5b_6	cq5b_7	cq5b_8	cq5b_9	cq6_1	cq6_2	cq6_3	cq7	cq8	cq9	cq10	cq11
18	166	1		1	1	1	1	1	0	2	2	2	1	93636		1	3
24	921	1			1	1	1		0	2	2	2	1	28382		2	
31	1162				1	1	1	1	0	2	2	2	1	02129		1	4
34	49	1				1			0	2	2	2	1	98685		2	
39	47	1			1	1	1	1	0	2	2	2	1	31030		1	3
40	17	1	1		1	1	1		0	2	2	2	1	85901		1	4
45	251	1		1	1	1	1	1	0	2	2	2	1	73072		1	4
46	262	1	1			1	1	1	0	2	2	2	1	43609		2	
47	1039	1	1		1	1	1	1	0	2	2	2	1	70517		1	2
53	915	1			1	1	1	1	0	2	2	2	1	85716		1	3
55	41	1		0	1		0		0	2	2	2	1	98226		1	3
61	249	1		1	1	1	1	1	0	2	2	2	1	29205		1	3
62	851	1			1	1	1		0	2	2	2	1	30024		1	2
64	1332	1			0	1	1	1	0	2	2	2	1	77429		1	3
65	854	1		1	1	1	1	1	0	2	2	2	1	36027	36027	2	
66	1228	1				1	1		0	2	2	2	1	54313		2	
67	1200		0	1		1	1	1	0	2	2	2	1	70605		1	3
69	54	1	1	1	1	1	1	1	0	2	2	2	1	08020		1	2
72	1302	1				1	1	1	0	2	2	2	1	44102		1	4
74	1604	1	1		1	1	1	1	0	2	2	2	1	64772		1	2
75	1259	0	1			1	1	1	0	2	2	2	1	77494		1	3
76	1687				1	1	1		0	2	2	2	1	49307		1	4
78	1298	1			0	1	1		0	2	2	2	1	63701		1	4
81	540	1				1			0	2	2	2	1	48503		2	
84	1311	1	1	1	1	1	1		0	2	2	2	2	29631		1	2
90	1285	1	1		1	1	1		0	2	2	2	1	48116		1	2
92	1575	1				1			0	2	2	2	1	84005		1	3
94	1108	1			1	1	1		0	2	2	2	1	75801		1	3
95	744	0	1			1	1	1	0	2	2	2	1	28269		1	4
100	1171	1		1	1	1	1		0	2	2	2	1	04071		1	3
105	446	1	1			1	1	1	0	2	2	2	1	14534		1	1
106	1524	1		0	0	1	1	1	0	2	2	2	1	33469		1	3
111	601	1				1	1	1	0	2	2	2	2	38555		2	
113	1432	1		0	0	1	1	1	0	2	2	2	1	58554		1	3
117	809	1			0	0	1		0	2	2	2	2	06492		2	
118	1347	1	0	1	1	1	1	1	0	2	2	2	1	32127		1	3
121	1659	1				1	1	1	0	2	2	2	1	34109		1	3
125	1503	1		1		1	1		0	2	2	2	1	33186		1	3
128	847	1	1		1	1	1	1	0	2	2	2	1	20743		1	1
139	185	1			1		1		0	2	2	2	1	29577		1	3
140	407	1				1	1	1	0	2	2	2	1	08801		1	3
144	133	0			1	1	1	1	0	2	2	2	1	06468		2	
147	26	1				1		1	0	2	2	2	1	94109		1	4
151	1760	0	1	0		1	1	0	0	2	2	2	1	62704		1	2
157	237	1	1	1	1	1	1	1	0	2	2	2	1	11364		1	3
160	1773	1	1	1		1	1	1	0	2	2	2	1	16057		1	4

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responseid	respid	oq12	cq13	cq14_2	cq14_3	cq14_4	cq14_5	cq14_6
18	166	I'm not aware of specific products for this use.	1	1		1	1	1
24	921		1	1			1	1
31	1162	I am only vaguely aware of the process and do not associate it with any particular company	1				1	1
34	49		1	1				1
39	47	I have to heard of one company that is a major force in this type of conversion.	1	1			1	1
40	17	Seems to be a new concept...I believe it would be very popular	1	1	1		1	1
45	251	Maybe Go Video?	1	1		1	1	1
46	262		1	1	1			1
47	1039	I've seen them in catalogs you can buy the machine and convert a vhs tape onto a dvd	1	1	1		1	1
53	915	haven't heard of this	1	1			1	1
55	41	do not know what companies do this	1	1		0	1	
61	249	I associate it with a process, not a company	1	1		1	1	1
62	851	I assume there are multiple companies that have products to do this.	1	1			1	1
64	1332	I do not think of specific company names for doing this. I would have to research it more.	1	1			0	1
65	854		1	1		1	1	1
66	1228		1	1				1
67	1200	Seen advertisements, but can't remember the company's names	1		0	1		1
69	54	software is available	1	1	1	1	1	1
72	1302	i am not sure	1	1				0
74	1604	i just know there are more than one way to do it	1	1	0		1	1
75	1259	Have not paid attention to this need or technology.	1	1	1			1
76	1687	na	1				1	1
78	1298	I have heard of it but don't know alot of details	1	1			0	1
81	540		1	1				1
84	1311	I've seen products of this type made by many electronics companies, and personally use a VCR and DVD recorder made by separate companies to do this task.	1	1	1	1	1	1
90	1285	I have considered possibly buying one of these items so I know that there are different manufacturers	1	1	1		1	1
92	1575	Sounds like a generic term to me.	1	1				1
94	1108	Should be multiple Mom & Pop businesses capable of performing this function.	1	1			1	1
95	744	Don't know any company that does that.	1	0	1			1
100	1171	I haven't paid attention to the details of the products.	1	1		1	1	1
105	446	I HAVE ONE CONVERTER. I DON'T KNOW IF THERE ARE OTHERS	1	1	1			1
106	1524	cos unknown, really	1	1		0	0	1
111	601		1	1				1
113	1432	Never heard of a particular brand of these	1	1		0	0	1
117	809		1	1			0	1
118	1347	no company stands out in this field	1	1	1	1	1	1
121	1659	Because I do not know the name of a company that does this.	1	1				1
125	1503	So many different companies, one company doesn't stand out in my mind.	1	1		1		1
128	847	My Sony has two drives (VHS and DVD) I can put a VHS movie on and record it as it plays on to a DVD disk.	1	1	1		1	1
139	185	Don't know of any companies	1	1			1	
140	407	I don't think of a specific company	1	1				1
144	133		1	0			1	1
147	26	I saw the product on a television show but don't specifically remember the brand. Maybe sony	1	1				1
151	1760	I have seen software from ADS Tech and Pinnacle	1	1	1	0		1
157	237	don't think about or need it	1	1	1	1	1	1
160	1773	I don't really pay that much attention to companies unless I am in the market to purchase.	1	1	1	1		1

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responseid	respid	cq14_7	cq14_8	cq14_9	cq15_1	cq15_2	cq15_3	cq15_4	cq15_5	cq15_6	cq16
18	166	1	1	0	1	1	1	1	1	1	1
24	921	1		0	3	3	1	2	1	1	1
31	1162	1	1	0	3	3	2	2	1	1	1
34	49			0	1	1	1	3	1	1	1
39	47	1	1	0	1	1	1	1	1	1	1
40	17	1		0	3	1	1	1	1	1	1
45	251	1	1	0	1	1	1	1	1	1	1
46	262	1	1	0	1	1	1	1	1	1	1
47	1039	0	0	0	1	1	1	3	3	1	1
53	915	1	1	0	1	1	1	1	1	1	1
55	41	0		0	1	1	1	1	1	1	1
61	249	1	1	0	1	1	1	1	1	1	1
62	851	1		0	1	1	1	1	1	1	1
64	1332	1	1	0	1	1	1	3	1	1	1
65	854	1	1	0	1	1	1	1	1	1	1
66	1228	1		0	1	1	1	1	1	1	1
67	1200	1	1	0	1	1	1	1	1	1	1
69	54	1	1	0	1	1	1	1	1	1	1
72	1302	1	1	0	2	1	1	1	1	1	1
74	1604	1	1	0	1	1	1	2	2	1	1
75	1259	1	1	0	1	1	1	1	1	1	1
76	1687	1		0	1	1	1	2	1	1	1
78	1298	1		0	1	1	1	2	2	1	1
81	540			0	1	1	1	2	1	1	1
84	1311	1		0	1	1	1	1	1	1	1
90	1285	1		0	3	1	1	2	1	1	1
92	1575			0	1	1	1	1	1	1	1
94	1108	1		0	1	1	1	1	1	1	1
95	744	1	1	0	1	1	1	1	1	1	1
100	1171	1		0	3	1	1	1	1	1	1
105	446	1	1	0	1	1	1	1	1	1	1
106	1524	1	1	0	3	3	2	2	2	1	1
111	601	1	1	0	1	1	1	2	1	1	1
113	1432	1	1	0	3	3	1	3	1	1	1
117	809	1		0	3	3	1	1	1	3	1
118	1347	1	1	0	1	1	1	1	1	1	1
121	1659	1	1	0	1	1	2	1	1	1	1
125	1503	1		0	3	3	1	1	1	3	1
128	847	1	1	0	1	1	1	1	1	1	1
139	185	1		0	1	1	1	1	1	1	1
140	407	1	1	0	1	1	1	1	1	1	1
144	133	1	1	0	1	1	1	2	1	1	1
147	26		1	0	3	3	2	2	1	1	1
151	1760	1	0	0	3	2	1	1	1	1	1
157	237	1	1	0	1	1	1	1	1	1	1
160	1773	1	1	0	3	1	1	2	1	1	1

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responseid	respid	status	interview_start	interview_end	oqhidUserid	cqhIdRespondentStatus	oqhIdDurationMin	cq1	cq2	cq3
161	1080	complete	8/5/2009	8/5/2009	erqqs9fxj1qy1	2	8	5	2	80004
163	980	complete	8/5/2009	8/5/2009	erqqs9fxj1o63	2	2	5	1	06484
166	1506	complete	8/5/2009	8/5/2009	erqqs9fxj2ul1	2	3	5	2	49010
169	543	complete	8/5/2009	8/5/2009	erqqs9fxj0hf0	2	4	5	1	73160
171	783	complete	8/5/2009	8/5/2009	erqqs9fxj0r96	2	5	4	1	77515
173	905	complete	8/5/2009	8/5/2009	erqqs9fxj0uo9	2	4	5	2	85750
175	1755	complete	8/5/2009	8/5/2009	erqqs9fxj34b3	2	3	3	2	34102
177	1517	complete	8/5/2009	8/5/2009	erqqs9fxj2uw9	2	3	4	1	07087
178	688	complete	8/5/2009	8/5/2009	erqqs9fxj0om9	2	5	4	1	43219
187	1217	complete	8/5/2009	8/5/2009	erqqs9fxj1us9	2	3	4	1	98033
188	1216	complete	8/5/2009	8/5/2009	erqqs9fxj1ur1	2	5	4	2	24701
189	875	complete	8/5/2009	8/5/2009	erqqs9fxj0tu8	2	2	4	2	13416
191	477	complete	8/5/2009	8/5/2009	erqqs9fxj0fl0	2	2	4	2	62656
192	63	complete	8/5/2009	8/5/2009	erq3v9k4vg471	2	5	5	2	53532
346	1696	complete	8/11/2009	8/11/2009	erqqs9fxj32n1	2	4	4	1	78040
348	733	complete	8/11/2009	8/11/2009	erqqs9fxj0pv0	2	5	4	1	37032
349	586	complete	8/11/2009	8/11/2009	erqqs9fxj0im5	2	2	3	2	30024
350	1255	complete	8/11/2009	8/11/2009	erqqs9fxj2nm6	2	4	4	2	48045
352	2168	complete	8/11/2009	8/11/2009	erqqs9fxj4zc0	2	6	5	1	23487
354	2129	complete	8/11/2009	8/11/2009	erqqs9fxj46h7	2	7	5	1	46254
356	2005	complete	8/11/2009	8/11/2009	erqqs9fxj4317	2	3	4	2	76116
363	2298	complete	8/11/2009	8/11/2009	erqqs9fxj52y4	2	4	4	1	94131
364	2265	complete	8/11/2009	8/11/2009	erqqs9fxj5215	2	3	3	1	89183
365	2072	complete	8/11/2009	8/11/2009	erqqs9fxj44w9	2	3	5	2	32141
367	2055	complete	8/11/2009	8/11/2009	erqqs9fxj44f3	2	4	5	2	33584
372	366	complete	8/11/2009	8/11/2009	erq3v9k4wea01	2	3	4	2	33418
373	2151	complete	8/11/2009	8/11/2009	erqqs9fxj4yv3	2	3	4	1	45424
374	2200	complete	8/11/2009	8/11/2009	erqqs9fxj5082	2	4	5	2	98611
375	2218	complete	8/11/2009	8/11/2009	erqqs9fxj50q2	2	6	5	1	33786
378	1972	complete	8/11/2009	8/11/2009	erqqs9fxj4242	2	3	4	1	80538
380	1857	complete	8/11/2009	8/11/2009	erqqs9fxj3yx1	2	2	5	1	94610
381	2215	complete	8/11/2009	8/11/2009	erqqs9fxj50n8	2	4	5	1	33319
382	2026	complete	8/11/2009	8/11/2009	erqqs9fxj43m0	2	4	5	2	12125
383	2196	complete	8/11/2009	8/11/2009	erqqs9fxj5041	2	4	4	1	78704
386	2595	complete	8/11/2009	8/11/2009	erqqs9fxj5e07	2	3	4	1	22306
388	2548	complete	8/11/2009	8/11/2009	erqqs9fxj5cp4	2	4	5	1	46142
393	2834	complete	8/11/2009	8/11/2009	erqqs9fxj6cf2	2	3	4	1	43228
398	2320	complete	8/11/2009	8/11/2009	erqqs9fxj53k1	2	2	5	1	90065
407	2585	complete	8/11/2009	8/11/2009	erqqs9fxj5dq1	2	2	3	1	40218
408	2822	complete	8/11/2009	8/11/2009	erqqs9fxj6c31	2	3	4	1	48062
409	2154	complete	8/11/2009	8/11/2009	erqqs9fxj4yy7	2	4	4	1	71913
415	2264	complete	8/11/2009	8/11/2009	erqqs9fxj5207	2	3	5	1	92882
420	2694	complete	8/11/2009	8/11/2009	erqqs9fxj5gr6	2	3	5	2	33774
423	1859	complete	8/11/2009	8/11/2009	erqqs9fxj3yz7	2	3	4	1	33145
425	2633	complete	8/11/2009	8/11/2009	erqqs9fxj5f22	2	3	5	2	10583
426	2128	complete	8/11/2009	8/11/2009	erqqs9fxj46g9	2	58	3	2	08901
428	2559	complete	8/11/2009	8/11/2009	erqqs9fxj5d08	2	5	5	1	22102
429	2713	complete	8/11/2009	8/11/2009	erqqs9fxj5ha9	2	6	4	1	34480

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responseid	respid	cq4_1	cq4_2	cq4_3	cq4_4	cq4_5	cq5a_1	cq5a_2	cq5a_3	cq5a_4	cq5a_5	cq5a_6	cq5a_7	cq5a_8	cq5a_9
161	1080	1	1	1	1	0	1	1	1	1	1	1	1	1	0
163	980	1	1	1	1	0	1	1	0	1	0	1	1	0	0
166	1506	1	1	1	1	0	1	1	0	0	1	1	1	0	0
169	543	1	1	1	1	0	1	1	0	1	1	1	1	0	0
171	783	1	1	1	1	0	1	1	1	1	1	1	1	1	0
173	905	1	1	1	1	0	1	1	1	0	0	0	1	1	0
175	1755	1	1	1	1	0	1	1	0	0	0	1	1	1	0
177	1517	1	0	1	0	0	1	1	0	0	0	1	1	1	0
178	688	1	1	1	1	0	1	1	1	0	1	1	1	1	0
187	1217	1	1	0	1	0	1	1	1	0	0	1	0	1	0
188	1216	1	1	1	1	0	1	1	1	1	1	1	1	1	0
189	875	0	1	1	0	0	1	1	1	0	1	1	1	0	0
191	477	1	1	1	1	0	1	0	1	0	0	1	1	1	0
192	63	1	1	1	1	0	1	1	0	1	0	1	1	0	0
346	1696	1	1	1	1	0	1	0	1	0	0	1	1	1	0
348	733	1	1	1	1	0	1	1	0	1	1	1	1	0	0
349	586	0	1	1	1	0	1	1	1	0	0	1	1	1	0
350	1255	0	1	1	1	0	1	1	1	0	0	1	1	0	0
352	2168	1	1	1	1	0	1	1	0	1	1	1	1	1	0
354	2129	1	1	1	0	0	1	0	0	0	1	1	1	0	0
356	2005	1	1	1	1	0	1	1	1	0	0	1	0	1	0
363	2298	1	1	1	1	0	1	1	1	0	1	1	1	1	0
364	2265	1	1	1	1	0	1	1	1	1	1	1	1	1	0
365	2072	0	1	1	0	0	1	1	0	1	0	1	1	0	0
367	2055	1	1	1	1	0	1	1	0	1	1	1	1	1	0
372	366	1	1	1	1	0	1	1	0	0	0	1	1	0	0
373	2151	1	1	1	1	0	1	1	1	0	1	1	1	1	0
374	2200	1	1	1	1	0	1	1	0	0	1	1	1	0	0
375	2218	1	0	1	1	0	1	1	0	0	0	1	1	0	0
378	1972	1	1	1	1	0	1	0	1	1	0	1	1	1	0
380	1857	1	1	1	1	0	1	1	0	1	1	1	1	1	0
381	2215	0	1	1	0	0	1	1	0	1	0	1	1	1	0
382	2026	1	1	1	1	0	1	1	0	1	1	1	1	0	0
383	2196	1	1	1	1	0	1	1	1	0	1	1	1	1	0
386	2595	1	1	1	1	0	1	1	0	0	0	1	1	1	0
388	2548	1	1	1	1	0	1	0	1	1	0	1	0	0	0
393	2834	1	1	1	1	0	1	1	0	0	0	1	1	1	0
398	2320	1	1	1	1	0	1	0	1	1	0	1	1	1	0
407	2585	1	1	1	0	0	1	0	1	0	0	1	1	1	0
408	2822	1	1	1	1	0	1	0	1	0	0	1	1	1	0
409	2154	1	0	1	1	0	1	1	1	0	1	1	1	1	0
415	2264	1	1	1	1	0	1	1	1	1	1	1	1	1	0
420	2694	1	1	1	1	0	1	1	0	1	1	1	1	1	0
423	1859	1	1	1	1	0	1	1	1	0	0	1	1	0	0
425	2633	1	1	1	1	0	1	1	1	1	1	1	1	0	0
426	2128	1	1	1	1	0	1	1	1	0	0	1	1	1	0
428	2559	1	1	1	1	0	1	1	1	1	1	1	1	1	0
429	2713	1	1	1	1	0	1	1	1	0	1	1	1	0	0

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responseid	respid	cq5b_2	cq5b_3	cq5b_4	cq5b_5	cq5b_6	cq5b_7	cq5b_8	cq5b_9	cq6_1	cq6_2	cq6_3	cq7	cq8	cq9	cq10	cq11
161	1080	1	1	1	1	1	1	1	0	2	2	2	1	80004		1	3
163	980	1		1		1	1		0	2	2	2	2	06484		1	4
166	1506	1			1	1	1		0	2	2	2	1	49010		2	
169	543	1		1	1	1	1		0	2	2	2	1	73160		1	4
171	783	1	1	1	1	1	1	1	0	2	2	2	2	77515		1	2
173	905	0	1				1	1	0	2	2	2	1	85750		1	3
175	1755	1				1	1	1	0	2	2	2	1	34102		1	3
177	1517	1				1	1	1	0	2	2	2	1	07087		1	3
178	688	1	1		1	1	1	1	0	2	2	2	1	43219		1	2
187	1217	0	1			1		1	0	2	2	2	2	98033		1	3
188	1216	1	0	1	1	1	1	1	0	2	2	2	1	24701		1	3
189	875	1	1		1	1	1		0	2	2	2	1	13416		1	1
191	477		1			1	0	0	0	2	2	2	1	62656		2	
192	63	1		1		1	1		0	2	2	2	1	53532		1	3
346	1696		1			0	1	1	0	2	2	2	1	78040		1	4
348	733	1		1	1	1	1		0	2	2	2	1	37032		1	3
349	586	1	1			1	1	1	0	2	2	2	2	30024		1	2
350	1255	1	0			0	1		0	2	2	2	1	48045		1	2
352	2168	1		1	0	1	1	1	0	2	2	2	2	23487		1	4
354	2129				1	1	1		0	2	2	2	1	46254		1	3
356	2005	1	1			1		1	0	2	2	2	1	76116		1	3
363	2298	1	1		1	1	1	1	0	2	2	2	1	94131		1	3
364	2265	1	1	1	1	1	1	1	0	2	2	2	1	89183		1	2
365	2072	1		1		1	1		0	2	2	2	1	32141		2	
367	2055	0		0	1	1	1	1	0	2	2	2	1	33584		2	
372	366	1				1	1		0	2	2	2	1	33418		1	3
373	2151	1	1		1	1	1	1	0	2	2	2	1	45424		1	1
374	2200	0			1	0	0		0	2	2	2	1	98611		2	
375	2218	1				0	0		0	2	2	2	1	33786		2	
378	1972		1	1		1	1	1	0	2	2	2	1	80538		1	2
380	1857	1		1	1	1	1	1	0	2	2	2	1	94610		2	
381	2215	1		1		1	1	1	0	2	2	2	1	33319		1	3
382	2026	1		1	1	1	1		0	2	2	2	1	12125		1	4
383	2196	1	1		1	1	1	1	0	2	2	2	1	78704		1	4
386	2595	1				1	1	1	0	2	2	2	1	22306		1	2
388	2548		1	1		1			0	2	2	2	1	46142		1	3
393	2834	1				1	0	0	0	2	2	2	1	43228		2	
398	2320		1	1		1	1	1	0	2	2	2	1	90065		1	4
407	2585		1			1	1	1	0	2	2	2	2	40218		2	
408	2822		1			0	1	1	0	2	2	2	1	48062		2	
409	2154	1	1		1	1	1	1	0	2	2	2	1	71913		1	3
415	2264	1	1	1	1	1	1	1	0	2	2	2	1	92882		1	4
420	2694	1		0	1	0	1	1	0	2	2	2	1	33774		2	
423	1859	1	1			1	1		0	2	2	2	1	33145		1	3
425	2633	1	1	1	1	1	1		0	2	2	2	1	10583		1	3
426	2128	1	0			1	1	1	0	2	2	2	1	08901		2	
428	2559	1	0	1	1	1	1	1	0	2	2	2	1	22102		1	3
429	2713	1	1		1	1	1		0	2	2	2	1	34480		1	2

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responseid	respid	oq12	cq13	cq14_2	cq14_3	cq14_4	cq14_5	cq14_6
161	1080	I know what this is but I am not sure about what companies market this equipment	1	1	1	1	1	1
163	980	not too familiar with the specifics	1	1		1		1
166	1506		1	1			1	1
169	543	I'm not well versed in this subject.	1	1		1	1	1
171	783	many different companies have products the take vhs and put in on DVD. Not to mention you can run a vcr to your computer and burn the contents to your pc's dvd drive...	1	1	1	1	1	1
173	905	Am familiar with the technology but not the vendors	1	0	1			
175	1755	I recall hearing about transferring your VHS to DVDs but I cannot recall a specific brand or company.	1	1				1
177	1517	I have not paid this that much attention; is there a problem that needs to be solved?	1	1				1
178	688	Everyone can do it if you have the equipment.	1	1	1		1	1
187	1217	I've heard of it but have not seen it available.	1	0	1			1
188	1216	I am not familiar with any particular product that converts VHS to DVD	1	0	0	1	1	1
189	875	not sure	1	1	0		1	0
191	477		1		1			1
192	63	Did not pay attention to brand name.	1	1		1		1
346	1696	it sounds "logical" but does not instantly make me think of any brand at all.	1		1			1
348	733	Don't know of any company specializes in VHS to DVD	1	1		1	1	1
349	586	several companies that make devices that do this	1	1	1			1
350	1255	TV ads	1	1	0			0
352	2168	am not sure	1	1		1	0	1
354	2129	dont knowthe companies involved	1				1	1
356	2005	No company name pops into my head, just the technology.	1	1	1			1
363	2298	I'm familiar with the device, I'm not familiar with specific manufacturers of this device.	1	1	1		1	1
364	2265	I figure it is a product made by many companies	1	1	1	1	1	1
365	2072		1	1		1		1
367	2055		1	1		0	1	1
372	366	dont know	1	1				1
373	2151	There is only one that I know of			1		1	1
374	2200		1	1			1	0
375	2218		1	1				1
378	1972	I am sure that more than one company makes this kind of product	1		1	1		1
380	1857		1	1		1	1	1
381	2215	I really don't know	1	1		1		1
382	2026	I saw an ad. I do not remember the company	1	1		1	1	1
383	2196	Don't use service	1	1	1		1	1
386	2595	there are alot of electronic companies that make them.	1	1				1
388	2548	because I don't	1		1	1		1
393	2834		1	1				0
398	2320	i don't know	1		1	1		1
407	2585		1		1			1
408	2822		1		1			0
409	2154	no one company comes to mind or has made any attempt to stand out in my eyes	1	1	1		1	1
415	2264	don't know	1	1	1	1	1	1
420	2694		1	1		0	1	0
423	1859	i don't remember	1	1	1			1
425	2633	I know about the process, but not about any specific company that does it.	1	1	1	1	1	1
426	2128		1	1	0			1
428	2559	very public technology -- lots of products and tools available, especially on a computer	1	1	1	1	1	1
429	2713	because it is	1	1	1		1	1

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responseid	respid	cq14_7	cq14_8	cq14_9	cq15_1	cq15_2	cq15_3	cq15_4	cq15_5	cq15_6	cq16
161	1080	1	1	0	1	1	1	1	1	1	1
163	980	1		0	1	1	1	1	1	1	1
166	1506	1		0	2	3	1	1	1	1	1
169	543	1		0	3	1	1	1	1	1	1
171	783	1	1	0	1	1	1	1	1	1	1
173	905	1	1	0	1	1	2	1	1	1	1
175	1755	1	1	0	2	3	1	2	1	1	1
177	1517	1	1	0	2	2	1	1	1	1	1
178	688	1	1	0	1	1	1	1	1	1	1
187	1217		1	0	2	3	3	1	3	1	1
188	1216	1	1	0	1	1	1	1	1	1	1
189	875	0		0	1	1	1	1	1	1	1
191	477	0	0	0	1	1	1	1	1	1	1
192	63	1		0	3	1	1	2	3	1	1
346	1696	1	1	0	1	1	1	2	1	1	1
348	733	1		0	1	1	1	1	2	1	1
349	586	1	1	0	1	1	1	1	1	1	1
350	1255	1		0	3	3	1	1	1	1	1
352	2168	1	1	0	3	3	1	1	1	1	1
354	2129	1		0	1	1	1	1	1	1	1
356	2005		1	0	1	1	1	1	1	1	1
363	2298	1	1	0	1	1	1	1	1	1	1
364	2265	1	1	0	1	1	1	1	1	1	1
365	2072	1		0	1	1	1	2	1	1	1
367	2055	1	1	0	1	1	1	1	1	1	1
372	366	1		0	1	1	1	1	1	1	1
373	2151	1	1	0	1	1	1	1	1	1	1
374	2200	0		0	1	1	1	2	1	1	1
375	2218	1		0	2	2	1	3	1	1	1
378	1972	1	1	0	1	1	1	1	1	1	1
380	1857	1	1	0	1	1	1	1	1	1	1
381	2215	1	1	0	1	1	1	1	1	1	1
382	2026	1		0	1	1	1	1	1	1	1
383	2196	1	1	0	1	1	1	1	1	1	1
386	2595	1	1	0	1	1	1	1	1	1	1
388	2548			0	1	1	1	1	1	1	1
393	2834	0	0	0	1	1	1	2	1	1	1
398	2320	1	1	0	1	1	1	1	1	1	1
407	2585	1	1	0	1	1	1	1	1	1	1
408	2822	1	1	0	1	1	1	3	1	1	1
409	2154	1	1	0	1	1	1	1	1	1	1
415	2264	1	1	0	3	1	1	1	1	1	1
420	2694	1	1	0	3	3	1	2	1	1	1
423	1859	1		0	1	1	1	1	1	1	1
425	2633	1		0	1	1	1	1	1	1	1
426	2128	1	1	0	2	2	1	1	1	1	1
428	2559	1	1	0	1	3	2	1	1	1	1
429	2713	1		0	1	1	1	1	1	1	1

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responseid	respid	status	interview_start	interview_end	oqhidUserId	cqhidRespondentStatus	oqhidDurationMin	cq1	cq2	cq3
430	2081	complete	8/11/2009	8/11/2009	erqqs9fxj4556	2	4	5	1	34698
434	2788	complete	8/11/2009	8/11/2009	erqqs9fxj6b57	2	4	4	2	45505
435	1858	complete	8/11/2009	8/11/2009	erqqs9fxj3yy9	2	3	5	1	60614
436	2376	complete	8/11/2009	8/11/2009	erqqs9fxj5546	2	5	5	2	11208
439	2365	complete	8/11/2009	8/11/2009	erqqs9fxj54t2	2	5	5	1	80134
440	2616	complete	8/11/2009	8/11/2009	erqqs9fxj5el0	2	5	5	1	34481
445	1975	complete	8/11/2009	8/11/2009	erqqs9fxj4275	2	3	5	2	80111
447	2564	complete	8/11/2009	8/11/2009	erqqs9fxj5d57	2	4	5	1	98663
450	2152	complete	8/11/2009	8/11/2009	erqqs9fxj4yw1	2	3	4	1	98258
453	2722	complete	8/11/2009	8/11/2009	erqqs9fxj5hj1	2	5	4	1	92324
455	2527	complete	8/11/2009	8/11/2009	erqqs9fxj5c41	2	5	5	1	13438
456	2634	complete	8/11/2009	8/11/2009	erqqs9fxj5f30	2	5	5	2	14450
460	2515	complete	8/11/2009	8/11/2009	erqqs9fxj5br1	2	3	3	1	59102
464	2716	complete	8/11/2009	8/11/2009	erqqs9fxj5hd3	2	2	3	1	65810
465	2636	complete	8/11/2009	8/11/2009	erqqs9fxj5f55	2	2	5	1	81004
466	2612	complete	8/11/2009	8/11/2009	erqqs9fxj5eh8	2	3	4	1	25801
470	2590	complete	8/11/2009	8/11/2009	erqqs9fxj5dv1	2	3	3	1	18015
476	2561	complete	8/11/2009	8/11/2009	erqqs9fxj5d24	2	7	5	1	07860
482	2629	complete	8/11/2009	8/11/2009	erqqs9fxj5ey4	2	12	3	2	29403
484	2313	complete	8/11/2009	8/11/2009	erqqs9fxj53d5	2	3	4	2	77089
487	271	complete	8/11/2009	8/11/2009	erq3v9k4w7h11	2	4	5	2	85050
494	2728	complete	8/12/2009	8/12/2009	erqqs9fxj5hp9	2	2	4	1	11210
495	2402	complete	8/12/2009	8/12/2009	erqqs9fxj55u9	2	4	3	1	55112
496	2316	complete	8/12/2009	8/12/2009	erqqs9fxj53g9	2	6	5	1	67235
502	2584	complete	8/12/2009	8/12/2009	erqqs9fxj5dp3	2	3	3	1	04073
504	2635	complete	8/12/2009	8/12/2009	erqqs9fxj5f48	2	2	5	1	98208
505	2656	complete	8/12/2009	8/12/2009	erqqs9fxj5fp1	2	3	3	2	17201
507	2605	complete	8/12/2009	8/12/2009	erqqs9fxj5ea2	2	5	5	2	30533
508	2490	complete	8/12/2009	8/12/2009	erqqs9fxj5b26	2	6	5	2	83864
510	2626	complete	8/12/2009	8/12/2009	erqqs9fxj5ev0	2	4	5	2	29053
511	1952	complete	8/12/2009	8/12/2009	erqqs9fxj41k6	2	3	5	2	38860
512	2695	complete	8/12/2009	8/12/2009	erqqs9fxj5gs4	2	4	5	1	70817
513	2672	complete	8/12/2009	8/12/2009	erqqs9fxj5g54	2	12	5	1	17202
517	1152	complete	8/12/2009	8/12/2009	erqqs9fxj1sy9	2	2	3	2	60631
518	2186	complete	8/12/2009	8/12/2009	erqqs9fxj4zu4	2	2	4	2	46383
519	2327	complete	8/12/2009	8/12/2009	erqqs9fxj53r7	2	7	5	2	34120
521	2801	complete	8/12/2009	8/12/2009	erqqs9fxj6bi7	2	4	4	2	17070
523	2786	complete	8/12/2009	8/12/2009	erqqs9fxj6b32	2	3	4	2	75002
525	2243	complete	8/12/2009	8/12/2009	erqqs9fxj51f3	2	5	3	1	45233
526	2141	complete	8/12/2009	8/12/2009	erqqs9fxj46t3	2	9	4	1	94538
527	2423	complete	8/12/2009	8/12/2009	erqqs9fxj56f8	2	5	5	1	79936
531	2311	complete	8/12/2009	8/12/2009	erqqs9fxj53b9	2	4	4	2	11225
534	2784	complete	8/12/2009	8/12/2009	erqqs9fxj6b16	2	5	5	2	01562
538	1902	complete	8/12/2009	8/12/2009	erqqs9fxj4069	2	4	5	2	87144
540	2014	complete	8/12/2009	8/12/2009	erqqs9fxj43a4	2	3	4	1	02886

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responseid	respid	cq4_1	cq4_2	cq4_3	cq4_4	cq4_5	cq5a_1	cq5a_2	cq5a_3	cq5a_4	cq5a_5	cq5a_6	cq5a_7	cq5a_8	cq5a_9
430	2081	1	1	1	1	0	1	0	0	0	1	1	1	0	0
434	2788	0	1	1	1	0	1	1	0	0	0	0	0	0	0
435	1858	1	1	1	1	0	1	1	1	1	1	1	0	0	0
436	2376	1	1	1	1	0	1	1	0	0	1	1	1	1	0
439	2365	1	1	1	0	0	1	1	0	0	1	1	1	0	0
440	2616	1	1	1	1	0	1	1	0	0	0	1	1	1	0
445	1975	1	1	1	1	0	1	1	1	1	1	1	1	1	0
447	2564	1	1	1	1	0	1	1	0	0	0	1	1	1	0
450	2152	1	1	1	1	0	1	1	1	0	1	1	1	1	0
453	2722	1	1	1	1	0	1	1	1	1	1	1	1	1	0
455	2527	1	1	1	1	0	1	0	0	1	0	1	0	0	0
456	2634	1	1	1	1	0	1	1	1	1	1	1	1	1	0
460	2515	1	1	1	1	0	1	1	1	0	0	1	1	1	0
464	2716	1	1	1	1	0	1	1	1	0	1	1	1	1	0
465	2636	1	1	1	1	0	1	1	0	0	0	1	1	0	0
466	2612	1	1	1	1	0	1	1	1	1	1	1	1	1	0
470	2590	1	1	1	1	0	1	1	1	0	0	1	1	1	0
476	2561	1	1	1	1	0	1	1	0	1	1	1	0	0	0
482	2629	1	0	1	0	0	1	1	0	1	1	1	1	0	0
484	2313	1	1	1	1	0	1	1	1	0	1	1	1	1	0
487	271	1	1	1	1	0	1	1	0	1	1	1	1	1	0
494	2728	1	1	1	1	0	1	1	0	0	0	1	1	1	0
495	2402	1	1	1	1	0	1	1	1	0	1	1	1	1	0
496	2316	1	1	1	1	0	1	1	0	1	1	1	1	1	0
502	2584	1	0	1	0	0	1	1	0	1	1	1	1	1	0
504	2635	1	1	1	1	0	1	1	0	1	1	1	0	0	0
505	2656	1	1	1	1	0	1	1	1	0	1	1	1	1	0
507	2605	0	1	1	1	0	1	1	1	0	0	1	1	1	0
508	2490	1	1	1	1	0	1	1	0	1	0	1	1	0	0
510	2626	1	1	1	1	0	1	1	1	1	0	1	1	0	0
511	1952	1	1	1	1	0	1	0	1	0	1	1	1	1	0
512	2695	1	1	1	1	0	1	1	1	0	1	1	1	0	0
513	2672	1	0	1	0	0	1	1	0	1	1	1	1	1	0
517	1152	1	1	1	1	0	1	1	0	0	0	1	1	0	0
518	2186	1	1	1	1	0	1	1	0	0	1	1	1	1	0
519	2327	1	1	1	1	0	1	1	0	0	0	1	1	0	0
521	2801	1	1	1	1	0	1	1	1	0	1	1	1	1	0
523	2786	1	1	1	1	0	1	1	1	0	0	1	1	1	0
525	2243	1	1	1	1	0	1	0	1	0	0	1	0	1	0
526	2141	1	1	1	1	0	1	1	0	0	1	1	1	0	0
527	2423	1	1	1	1	0	1	1	1	0	0	1	1	1	0
531	2311	1	1	1	1	0	1	1	1	0	1	1	1	1	0
534	2784	1	1	1	1	0	1	1	1	1	1	1	0	0	0
538	1902	1	1	1	1	0	1	1	0	0	1	1	1	0	0
540	2014	1	1	1	1	0	1	1	1	1	1	1	1	1	0

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responseid	respid	cq5b_2	cq5b_3	cq5b_4	cq5b_5	cq5b_6	cq5b_7	cq5b_8	cq5b_9	cq6_1	cq6_2	cq6_3	cq7	cq8	cq9	cq10	cq11
430	2081				1	1	1		0	2	2	2	1	34698		1	4
434	2788	1							0	2	2	2	1	45505		2	
435	1858	1	1	1	1	1			0	2	2	2	1	60614		1	3
436	2376	1			1	1	1	1	0	2	2	2	1	11208		1	4
439	2365	1			1	1	1		0	2	2	2	1	80134		2	
440	2616	1				1	1	1	0	2	2	2	1	34481		1	4
445	1975	1	1	1	1	1	1	1	0	2	2	2	1	80111		1	3
447	2564	1				1	1	1	0	2	2	2	1	98663		2	
450	2152	1	1		1	1	1	1	0	2	2	2	1	98258		1	3
453	2722	1	1	1	1	1	1	1	0	2	2	2	1	92324		1	3
455	2527			1		1			0	2	2	2	1	13438		1	3
456	2634	1	1	1	1	1	1	1	0	2	2	2	1	14450		1	3
460	2515	1	0			1	1	1	0	2	2	2	1	59102		1	3
464	2716	1	0		0	1	1	1	0	2	2	2	1	65810		1	3
465	2636	1				1	1		0	2	2	2	1	81004		1	3
466	2612	1	1	1	1	1	1	1	0	2	2	2	1	25801		1	3
470	2590	1	0			1	1	1	0	2	2	2	1	18015		1	3
476	2561	1		1	1	1			0	2	2	2	1	07860		3	3
482	2629	1		1	0	1	1		0	2	2	2	2	29403		2	
484	2313	1	1		0	1	1	1	0	2	2	2	1	77089		1	3
487	271	0		1	1	0	1	1	0	2	2	2	1	85050		1	3
494	2728	1				1	1	1	0	2	2	2	1	11210		1	2
495	2402	1	1		1	1	1	1	0	2	2	2	1	55112		1	3
496	2316	1		0	1	1	1	1	0	2	2	2	1	67235		1	2
502	2584	1		0	1	0	1	1	0	2	2	2	2	04073		1	3
504	2635	1		0	1	1			0	2	2	2	1	98208		1	1
505	2656	1	1		1	1	1	1	0	2	2	2	1	17201		1	3
507	2605	1	1			1	1	1	0	2	2	2	1	30533		1	4
508	2490	1		1		1	1		0	2	2	2	1	83864		1	3
510	2626	0	1	1		1	1		0	2	2	2	1	29053		1	3
511	1952		1		1	1	1	1	0	2	2	2	1	38860		1	3
512	2695	1	1		1	1	1		0	2	2	2	1	70817		1	3
513	2672	1		1	1	1	1	1	0	2	2	2	2	17202		1	3
517	1152	1				1	1		0	2	2	2	1	60631		3	4
518	2186	1			1	1	1	1	0	2	2	2	1	46383		1	3
519	2327	1				1	1		0	2	2	2	1	34120		1	3
521	2801	1	1		1	1	1	1	0	2	2	2	1	17070		1	3
523	2786	1	1			1	1	1	0	2	2	2	1	75002		1	3
525	2243		1			1		1	0	2	2	2	1	45233		1	3
526	2141	1			1	0	0		0	2	2	2	1	94538		1	3
527	2423	1	1			1	1	1	0	2	2	2	2	79936		1	3
531	2311	1	1		1	1	1	1	0	2	2	2	1	11225		1	3
534	2784	1	0	1	1	1			0	2	2	2	1	01562		1	3
538	1902	1			1	1	0		0	2	2	2	1	87144		1	4
540	2014	1	1	1	1	1	1	1	0	2	2	2	1	02886		1	3

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responseid	respid	oq12	cq13	cq14_2	cq14_3	cq14_4	cq14_5	cq14_6
430	2081	Can not remember who would do that but I'm sure I could find out if I was really interested	1				1	1
434	2788		1	1				
435	1858	seen some things online but nothing stands out	1	1	1	1	1	1
436	2376	don't know	1	1			1	1
439	2365		1	1			1	1
440	2616	If you don't know what "don't know" means, you have a problem.	1	1				1
445	1975	generic term	1	1	1	1	1	1
447	2564		1	1				1
450	2152	nobody specifically jumps to mind	1	1	1		1	1
453	2722	I unaware of specific company names that provide these products	1	1	1	1	1	1
455	2527	I've just heard about it. Can't recall if any company was ever mentioned.	1			1		1
456	2634	I know of the process but don't know who can do this	1	1	1	1	1	1
460	2515	I don't know which brands offer a product that does this type of conversion	1	1	0			1
464	2716	I don't really have any companies in mind when that is brought up.	1	1	0		0	1
465	2636	not aware of specifics	1	1				1
466	2612	I'm familiar with the product, but not with any company in particular.	1	1	1	1	1	1
470	2590	i have heard of it but never seen any products	1	1	0			1
476	2561	I wasn't aware it was a copyrighted slogan of any one company.	1	1		1	1	1
482	2629		1	1		1	0	1
484	2313	dont know any	1	1	1		1	1
487	271	Familiar with the term but haven't seen what companies have products doing this	1	0		1	1	0
494	2728	Can't have just one company monopolizing the industry.	1	1				1
495	2402	I consider it the correct name of a specific type of media transfer not an individual brand because of the advertising	1	1	1		1	1
496	2316		1	1		1	1	1
502	2584	Not Familiar With The Company That Produces It.	1	1		0	1	0
504	2635	sony	1	1		0	1	1
505	2656	I have heard of the process but never associated with a specific company	1	1	1		1	1
507	2605	I know my husband tried out a product that turned his videos into DVDS but I don't know the name of the company that made the product.	1	1	1			1
508	2490	I own one and cannot remember the company that made it.	1	1		1		1
510	2626	not sure who has the device	1	0	1	0		1
511	1952	I know this product exists, but I don't know who makes it.	1		1		1	1
512	2695	It is a process not a brand name	1	1	1		1	1
513	2672	No compnay or brand automatically comes to minds because I don't remember where I read the article or ad for the product.	1	1		1	1	1
517	1152	I'm not sure I've heard of it.	1	1				1
518	2186	i dont know of any names	1	1			1	1
519	2327	Just Heard about it but no name was mentioned.	1	1				1
521	2801	Because I don't	1	1	1		1	1
523	2786	Have just heard the devices are out there, but don't know who makes them	1	1	1			1
525	2243	vhs and dvd are not proprietary to any one company.	1		1			1
526	2141	I can't think of any company that converts "VHS to DVD"	1	1			1	0
527	2423	I don't know	1	1	0			0
531	2311	I know I've seen it but since it's not a priority I haven't paid a lot of attention to brand.	1	1	1		1	1
534	2784	I don't remember seeing or hearing anything specific.	1	1	1	1	1	1
538	1902	have not paid much attention to them	1	1			1	1
540	2014	I have never heard or seen a particular company associated with this product.	1	1	1	1	1	1

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responseid	respid	cq14_7	cq14_8	cq14_9	cq15_1	cq15_2	cq15_3	cq15_4	cq15_5	cq15_6	cq16
430	2081	1		0	1	1	1	1	1	1	1
434	2788			0	1	1	1	3	1	1	1
435	1858			0	1	1	1	1	1	1	1
436	2376	1	1	0	1	1	1	1	1	1	1
439	2365	1		0	1	1	1	1	1	1	1
440	2616	1	1	0	1	1	1	1	1	1	1
445	1975	1	1	0	1	1	1	1	1	1	1
447	2564	1	1	0	1	1	1	2	1	1	1
450	2152	1	1	0	1	1	1	1	1	1	1
453	2722	1	1	0	1	1	1	1	1	1	1
455	2527			0	3	3	1	2	1	1	1
456	2634	1	1	0	3	3	1	1	1	1	1
460	2515	1	1	0	1	1	1	1	1	1	1
464	2716	1	1	0	1	1	1	1	1	1	1
465	2636	1		0	1	1	1	2	2	1	1
466	2612	1	1	0	1	1	1	2	2	1	1
470	2590	1	1	0	1	1	1	1	1	1	1
476	2561			0	1	1	1	2	1	1	1
482	2629	1		0	1	1	1	1	1	1	1
484	2313	1	1	0	1	1	1	1	1	1	1
487	271	1	1	0	1	1	1	1	1	1	1
494	2728	1	1	0	1	1	1	1	1	1	1
495	2402	1	1	0	1	1	1	1	1	1	1
496	2316	1	1	0	1	1	1	1	1	1	1
502	2584	1	1	0	1	1	1	2	1	1	1
504	2635			0	1	1	1	1	1	1	1
505	2656	1	1	0	3	1	1	2	2	1	1
507	2605	1	1	0	1	1	1	1	1	1	1
508	2490	1		0	1	1	1	1	1	1	1
510	2626	1		0	3	1	1	2	2	1	1
511	1952	1	1	0	1	1	1	1	1	1	1
512	2695	1		0	1	1	1	1	1	1	1
513	2672	1	1	0	1	1	2	1	1	1	1
517	1152	1		0	1	1	1	2	1	1	1
518	2186	1	1	0	1	1	1	1	1	1	1
519	2327	1		0	1	1	1	1	1	1	1
521	2801	1	1	0	3	3	1	1	1	1	1
523	2786	1	1	0	1	1	1	1	1	1	1
525	2243		1	0	1	1	1	1	1	1	1
526	2141	0		0	1	1	1	3	1	1	1
527	2423	1	0	0	1	2	1	1	1	1	1
531	2311	1	1	0	1	1	1	2	2	1	1
534	2784			0	3	1	1	3	1	1	1
538	1902	0		0	1	1	1	1	1	1	1
540	2014	1	1	0	1	1	1	1	1	1	1

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responseid	respid	status	interview_start	interview_end	oqhidUserid	cqhldRespondentStatus	oqhldDurationMin	cq1	cq2	cq3
541	687	complete	8/12/2009	8/12/2009	erqqs9fxj0ol1	2	4	5	2	36330
547	1861	complete	8/12/2009	8/12/2009	erqqs9fxj3z19	2	4	5	1	23693
554	4966	complete	8/12/2009	8/12/2009	erqqs9fxjc0n0	2	2	4	1	29349
558	3272	complete	8/12/2009	8/12/2009	erqqs9fxj7gi0	2	5	3	1	96818
565	3808	complete	8/12/2009	8/12/2009	erqqs9fxj9hu1	2	2	3	2	75201
568	3139	complete	8/12/2009	8/12/2009	erqqs9fxj7ct2	2	2	3	1	53027
571	4979	complete	8/12/2009	8/12/2009	erqqs9fxjc100	2	4	3	1	62650
574	4519	complete	8/12/2009	8/12/2009	erqqs9fxjawg8	2	3	3	1	29229
577	3638	complete	8/12/2009	8/12/2009	erqqs9fxj8l87	2	6	3	2	97224
581	4789	complete	8/12/2009	8/12/2009	erqqs9fxjbvq7	2	3	4	1	30519
583	2869	complete	8/12/2009	8/12/2009	erqqs9fxj6de3	2	3	4	2	45248
584	3120	complete	8/12/2009	8/12/2009	erqqs9fxj7c96	2	4	4	1	75023
585	1835	complete	8/12/2009	8/12/2009	erqqs9fxj3yb5	2	3	3	1	32608
588	1935	complete	8/12/2009	8/12/2009	erqqs9fxj4135	2	4	4	2	70005
589	3598	complete	8/12/2009	8/12/2009	erqqs9fxj8k47	2	8	3	2	28214
592	4572	complete	8/12/2009	8/12/2009	erqqs9fxj3axx3	2	3	4	2	42101
594	4197	complete	8/12/2009	8/12/2009	erqqs9fxjai09	2	3	3	2	28147
595	4273	complete	8/12/2009	8/12/2009	erqqs9fxjak49	2	2	3	1	44212
597	3724	complete	8/12/2009	8/12/2009	erqqs9fxj9fi7	2	2	3	2	99518
598	4202	complete	8/12/2009	8/12/2009	erqqs9fxjai58	2	103	5	1	75013
599	4631	complete	8/12/2009	8/12/2009	erqqs9fxjazk7	2	5	4	1	30253
600	4668	complete	8/12/2009	8/12/2009	erqqs9fxjb0l6	2	6	4	1	13045
605	3908	complete	8/12/2009	8/12/2009	erqqs9fxj9km4	2	4	5	1	53405
607	5000	complete	8/12/2009	8/12/2009	erqqs9fxjc1l3	2	3	3	2	80304
610	4007	complete	8/12/2009	8/12/2009	erqqs9fxj9wq4	2	3	3	2	55403
613	3002	complete	8/12/2009	8/12/2009	erqqs9fxj6h51	2	2	3	2	32819
614	3430	complete	8/12/2009	8/12/2009	erqqs9fxj7no1	2	5	3	2	97203
621	3837	complete	8/12/2009	8/12/2009	erqqs9fxj9in4	2	3	3	1	01104
622	3725	complete	8/12/2009	8/12/2009	erqqs9fxj9fj5	2	2	3	1	97459
624	4308	complete	8/12/2009	8/12/2009	erqqs9fxjal30	2	4	4	1	02061
629	4099	complete	8/12/2009	8/12/2009	erqqs9fxjafa7	2	4	4	1	77375
630	4031	complete	8/12/2009	8/12/2009	erqqs9fxj9xe7	2	4	4	2	08088
632	4009	complete	8/12/2009	8/12/2009	erqqs9fxj9ws0	2	4	3	1	75032
640	2690	complete	8/12/2009	8/12/2009	erqqs9fxj5gn4	2	4	5	1	44136
642	3825	complete	8/12/2009	8/12/2009	erqqs9fxj9ib8	2	4	3	1	28327
644	3521	complete	8/12/2009	8/12/2009	erqqs9fxj8hz3	2	3	3	2	93225
647	4877	complete	8/12/2009	8/12/2009	erqqs9fxjby68	2	4	4	2	81091
654	3258	complete	8/12/2009	8/12/2009	erqqs9fxj7g43	2	3	4	2	17033
656	2295	complete	8/12/2009	8/12/2009	erqqs9fxj52v0	2	4	5	1	49721
657	4311	complete	8/12/2009	8/12/2009	erqqs9fxjal63	2	4	3	1	29631
658	3811	complete	8/12/2009	8/12/2009	erqqs9fxj9hx5	2	6	4	1	33024
660	4571	complete	8/12/2009	8/12/2009	erqqs9fxj3xw5	2	4	4	1	24015
661	4671	complete	8/12/2009	8/12/2009	erqqs9fxjb0o0	2	4	5	1	48079
662	2890	complete	8/12/2009	8/12/2009	erqqs9fxj6e05	2	2	4	1	19444

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responseid	respid	cq4_1	cq4_2	cq4_3	cq4_4	cq4_5	cq5a_1	cq5a_2	cq5a_3	cq5a_4	cq5a_5	cq5a_6	cq5a_7	cq5a_8	cq5a_9
541	687	1	1	1	1	0	1	1	0	1	1	1	1	1	0
547	1861	1	1	1	1	0	1	1	1	0	1	1	1	0	0
554	4966	1	1	1	1	0	1	1	1	0	0	1	1	1	0
558	3272	1	0	1	1	0	1	1	1	0	0	1	1	1	0
565	3808	1	1	1	1	0	1	0	1	0	0	1	1	1	0
568	3139	1	0	1	0	0	1	1	1	1	1	1	1	0	0
571	4979	1	1	1	1	0	1	1	0	0	1	1	1	1	0
574	4519	1	1	1	1	0	1	0	1	0	0	1	1	1	0
577	3638	1	1	1	1	0	1	1	0	0	0	1	1	1	0
581	4789	1	1	1	1	0	1	1	1	1	0	1	1	1	0
583	2869	1	1	1	1	0	1	1	1	1	1	1	1	1	0
584	3120	1	1	1	1	0	1	1	1	1	1	1	1	1	0
585	1835	1	1	1	1	0	1	1	0	0	0	1	1	1	0
588	1935	0	1	1	1	0	1	1	1	1	1	1	1	1	0
589	3598	1	1	1	1	0	1	1	0	0	1	1	1	1	0
592	4572	1	1	1	1	0	1	1	1	1	1	1	1	1	0
594	4197	1	0	1	1	0	1	1	0	0	1	1	0	1	0
595	4273	1	0	1	0	0	1	1	1	1	1	1	1	1	0
597	3724	1	1	1	1	0	1	1	1	0	0	1	1	1	0
598	4202	1	1	1	1	0	1	1	1	1	1	1	1	0	0
599	4631	1	1	1	1	0	1	1	0	0	1	1	1	1	0
600	4668	1	1	1	1	0	1	1	0	0	1	1	0	0	0
605	3908	1	0	1	1	0	1	1	0	1	1	1	1	1	0
607	5000	1	1	1	1	0	1	0	0	0	1	1	1	1	0
610	4007	1	1	1	1	0	1	0	0	1	1	1	1	1	0
613	3002	1	1	1	1	0	1	1	1	0	0	1	1	1	0
614	3430	1	1	1	1	0	1	1	0	1	1	1	1	1	0
621	3837	1	0	1	0	0	1	1	0	0	0	1	0	0	0
622	3725	1	0	1	1	0	1	1	0	0	0	1	0	1	0
624	4308	1	1	1	1	0	1	1	1	1	1	1	1	1	0
629	4099	1	1	1	1	0	1	1	1	1	1	1	1	1	0
630	4031	1	0	1	0	0	1	1	1	1	0	1	0	1	0
632	4009	1	1	1	1	0	1	1	0	0	0	1	1	1	0
640	2690	1	1	0	1	0	1	1	1	1	1	1	1	1	0
642	3825	1	1	1	1	0	1	1	1	0	1	1	1	1	0
644	3521	1	0	0	1	0	1	1	1	1	1	1	1	1	0
647	4877	1	1	1	1	0	1	1	0	0	0	1	1	0	0
654	3258	1	1	1	1	0	1	1	1	1	1	1	1	1	0
656	2295	1	1	1	1	0	1	1	0	0	1	1	1	1	0
657	4311	1	1	1	1	0	1	1	1	0	1	1	1	1	0
658	3811	1	0	0	0	0	1	1	1	0	1	1	1	1	0
660	4571	1	1	1	1	0	1	1	1	1	1	1	1	0	0
661	4671	1	1	1	1	0	1	1	0	0	0	1	1	0	0
662	2890	1	0	1	1	0	1	1	1	0	0	1	1	1	0

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responseid	respid	cq5b_2	cq5b_3	cq5b_4	cq5b_5	cq5b_6	cq5b_7	cq5b_8	cq5b_9	cq6_1	cq6_2	cq6_3	cq7	cq8	cq9	cq10	cq11
541	687	1		1	1	1	1	0	2	2	2	2	1	36330		1	3
547	1861	1	1		1	1	1	0	2	2	2	2	1	23693		1	2
554	4966	1	1			1	1	1	0	2	2	2	1	29349		1	2
558	3272	0	1			1	1	1	0	2	2	2	1	96818		1	3
565	3808		1			1	1	1	0	2	2	2	1	75201		1	3
568	3139	1	0	1	1	1	1	0	2	2	2	2	1	53027		1	1
571	4979	1			1	1	1	1	0	2	2	2	1	62650		1	3
574	4519		1			1	1	1	0	2	2	2	1	29229		1	1
577	3638	1				1	1	1	0	2	2	2	1	97224		2	
581	4789	1	1	1		1	1	1	0	2	2	2	1	30519		1	3
583	2869	1	1	1	1	1	1	1	0	2	2	2	1	45248		1	4
584	3120	1	1	1	1	1	1	1	0	2	2	2	1	75023		1	3
585	1835	1				1	1	1	0	2	2	2	1	32608		1	3
588	1935	1	1	1	1	1	1	1	0	2	2	2	1	70005		2	
589	3598	1			1	1	1	1	0	2	2	2	1	28214		2	
592	4572	1	1	0	1	1	1	1	0	2	2	2	1	42101		1	4
594	4197	1			1	1		1	0	2	2	2	1	28147		1	3
595	4273	1	1	1	1	1	1	1	0	2	2	2	1	44212		1	3
597	3724	1	0			1	1	1	0	2	2	2	2	99518		1	4
598	4202	1	1	1	1	1	1		0	2	2	2	1	75013		1	3
599	4631	1			1	1	1	1	0	2	2	2	1	30253		1	3
600	4668	1			1	1			0	2	2	2	1	13045		2	
605	3908	1		1	1	1	1	1	0	2	2	2	1	53405		3	3
607	5000				1	0	1	1	0	2	2	2	1	80304		1	2
610	4007			1	0	1	1	1	0	2	2	2	1	55403		1	3
613	3002	1	1			1	1	1	0	2	2	2	1	32819		1	4
614	3430	1		1	1	1	1	1	0	2	2	2	1	97203		2	
621	3837	1				1			0	2	2	2	1	01104		1	4
622	3725	1				1		1	0	2	2	2	2	97459		2	
624	4308	1	1	1	1	1	1	1	0	2	2	2	1	03061	03061	2	
629	4099	1	1	1	1	1	1	1	0	2	2	2	1	77375		1	2
630	4031	1	1	1		1		1	0	2	2	2	1	08088		1	3
632	4009	1				1	1	1	0	2	2	2	1	75032		1	3
640	2690	1	1	1	1	1	1	1	0	2	2	2	1	44136		1	4
642	3825	1	0		1	1	1	1	0	2	2	2	1	28327		1	3
644	3521	1	0	1	1	1	1	1	0	2	2	2	1	93225		1	3
647	4877	1				1	1		0	2	2	2	1	81091		1	4
654	3258	1	0	0	1	0	0	0	0	2	2	2	1	17033		2	
656	2295	1			1	1	1	1	0	2	2	2	1	49721		2	
657	4311	1	1		1	1	1	1	0	2	2	2	1	29631		1	2
658	3811	1	0		1	1	1	0	0	2	2	2	1	33024		1	4
660	4571	1	1	1	0	1	1		0	2	2	2	1	24015		2	
661	4671	1				1	1		0	2	2	2	1	48079		1	2
662	2890	1	1			1	1	1	0	2	2	2	1	19444		1	1

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responseid	respid	oq12	cq13	cq14_2	cq14_3	cq14_4	cq14_5	cq14_6
541	687	Because I don't know the names of the manufacturers that makes these products.	1	1		1	1	1
547	1861	know of pinnacle and roxio	1	1	1		0	1
554	4966	sony and toshiba	1	1	1			1
558	3272	Can't think of any specific brands	1	0	1			1
565	3808	I've heard of it, but I have no idea which companies provide the product.	1		1			1
568	3139	I'm only aware of one company making this.	1	1	0	1	1	1
571	4979	I don't know much about this.	1	1			1	1
574	4519	sony seems to have it all	1		1			1
577	3638		1	1				1
581	4789	Not sure who makes these converters	1	1	1	1		1
583	2869	I mostly associate that phrase with photo labs and shops - advertised as a service.	1	1	1	1	1	1
584	3120	it is like saying analog to digital belongs to one compay	1	1	1	1	1	1
585	1835	don't know companies/products specifically that provide this service	1	1				1
588	1935		1	1	1	1	1	1
589	3598		1	1			1	1
592	4572	I haven't heard of a specific company.	1	1	1	0	1	1
594	4197	I have never heard of any particular company. I have just heard that the process and products were available.	1	1			1	1
595	4273	I don't know of any company that does conversion, only friends and family that convert home videos.	1	1	1	1	1	1
597	3724	I have heard it, but cannot list any companies--	1	1	1			1
598	4202	I don't think of a particular company name, I even have software that I could do that with for my PC if I bothered to.	1	1	1	1	1	1
599	4631	I know of the format transfer but do not know what company/product does this	1	1			1	1
600	4668		1	1			1	1
605	3908	Don't recall seeing this except for in a Walgreens ad	1	1		1	1	1
607	5000	It sounds like this would be a popular thing that people would want to use in their homes, so I think that more than one company would be working to ensure that people could convert their entertainment on VHS to DVD.	1				1	1
610	4007	I don't own one so I don't know who makes them	1			1	0	1
613	3002	I know the technology is available, I don't know by who	1	1	1			1
614	3430		1	1		1	1	1
621	3837	I've heard of the products but dont know the names of the manufacturers	1	1				1
622	3725		1	1				1
624	4308		1	1	1	1	1	1
629	4099	thought more than 1 company did this	1	1	1	1	1	1
630	4031	I've heard of the process but I don't know the names or am familier enough with brand names.	1	1	1	1		1
632	4009	No too familiar with companies	1	1				1
640	2690	I'm not exactly sure what company I saw this in.	1	1	1	1	1	1
642	3825	I would guess it would be sony or samsung, which I generally view as leaders in quality electronics, but I'm not sure if they make analog-to-digital conversion products.	1	1	0		1	1
644	3521	I'm not familiar with any brands regarding that type of product.	1	1	0	0	1	1
647	4877	I have heard of it being done but am not sure who does it.	1	1				1
654	3258		1	1	0	0	1	0
656	2295		1	1			1	1
657	4311	Cable tv conversion and other media types are pushing the move from old school to new school.	1	1	1		1	1
658	3811	i have not looked into buying one yet.	1	1	0		1	1
660	4571		1	1	1	1	0	1
661	4671	There are several electronic companies	1	1				1
662	2890	I own a Sony product that handles this function.	1	1	1			1

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responseid	respid	cq14_7	cq14_8	cq14_9	cq15_1	cq15_2	cq15_3	cq15_4	cq15_5	cq15_6	cq16
541	687	1	1	0	1	1	1	1	1	1	1
547	1861	1		0	1	1	1	1	1	1	1
554	4966	1	1	0	1	1	1	1	1	1	1
558	3272	1	1	0	1	2	1	1	1	1	1
565	3808	1	1	0	3	1	2	1	1	1	1
568	3139	1		0	1	1	1	1	1	1	1
571	4979	1	1	0	1	1	1	1	1	1	1
574	4519	1	1	0	1	1	1	1	1	1	1
577	3638	1	1	0	1	1	2	1	1	1	1
581	4789	1	1	0	1	1	1	1	1	1	1
583	2869	1	1	0	3	3	1	1	1	1	1
584	3120	1	1	0	1	1	1	1	1	1	1
585	1835	0	1	0	1	1	1	1	1	1	1
588	1935	1	1	0	3	1	1	3	1	1	1
589	3598	1	1	0	1	1	1	1	1	1	1
592	4572	1	1	0	1	1	1	1	1	1	1
594	4197		1	0	1	1	1	2	2	1	1
595	4273	1	1	0	1	1	1	1	1	1	1
597	3724	1	1	0	1	1	1	1	1	1	1
598	4202	1		0	1	1	1	1	1	1	1
599	4631	1	1	0	1	1	1	3	1	1	1
600	4668			0	3	3	2	1	1	1	1
605	3908	1	1	0	1	1	1	1	1	1	1
607	5000	0	1	0	1	1	2	2	1	1	1
610	4007	1	1	0	3	1	2	2	1	1	1
613	3002	1	1	0	1	1	1	1	1	1	1
614	3430	1	1	0	1	1	1	2	1	1	1
621	3837			0	1	1	1	1	1	1	1
622	3725		1	0	1	2	1	1	1	1	1
624	4308	1	1	0	1	1	1	2	3	1	1
629	4099	1	1	0	1	1	1	1	1	1	1
630	4031		1	0	1	1	1	1	2	1	1
632	4009	1	1	0	1	1	1	2	1	2	1
640	2690	1	1	0	1	1	1	2	1	1	1
642	3825	1	1	0	1	1	1	1	1	1	1
644	3521	1	0	0	3	3	1	3	1	1	1
647	4877	1		0	1	1	1	1	1	1	1
654	3258	0	0	0	1	1	1	3	1	1	1
656	2295	1	1	0	1	1	1	1	1	1	1
657	4311	1	1	0	1	1	1	1	1	1	1
658	3811	1	1	0	3	3	1	3	3	1	1
660	4571	1		0	3	3	1	3	3	3	1
661	4671	1		0	1	1	1	1	1	1	1
662	2890	1	1	0	1	1	1	2	1	1	1

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responseid	respid	status	interview_start	interview_end	oqhidUserId	cqhidRespondentStatus	oqhidDurationMin	cq1	cq2	cq3
665	3710	complete	8/12/2009	8/12/2009	erqqs9fxj9f24	2	3	3	2	98116
667	4163	complete	8/12/2009	8/12/2009	erqqs9fxjah26	2	3	5	2	68836
673	4674	complete	8/12/2009	8/12/2009	erqqs9fxjb0r4	2	4	5	1	44423
676	2878	complete	8/12/2009	8/12/2009	erqqs9fxj6dn5	2	3	3	1	10280
677	4106	complete	8/12/2009	8/12/2009	erqqs9fxjafh3	2	3	3	1	61920
679	3675	complete	8/12/2009	8/12/2009	erqqs9fxj8ma8	2	2	3	1	15239
680	4538	complete	8/12/2009	8/12/2009	erqqs9fxjawz0	2	6	4	1	62353
681	4111	complete	8/12/2009	8/12/2009	erqqs9fxjafm3	2	2	3	1	32789
684	1971	complete	8/12/2009	8/12/2009	erqqs9fxj4234	2	4	4	1	07828
686	3973	complete	8/12/2009	8/12/2009	erqqs9fxj9mf6	2	10	4	2	98682
688	4188	complete	8/12/2009	8/12/2009	erqqs9fxjahr1	2	6	5	1	75766
692	3694	complete	8/12/2009	8/12/2009	erqqs9fxj8mu8	2	6	3	1	33122
694	4616	complete	8/12/2009	8/12/2009	erqqs9fxjaz51	2	3	3	1	19701
696	3585	complete	8/12/2009	8/12/2009	erqqs9fxj8jr7	2	3	4	1	58104
697	3662	complete	8/12/2009	8/12/2009	erqqs9fxj8lx3	2	5	3	2	90806
698	3544	complete	8/12/2009	8/12/2009	erqqs9fxj8im8	2	4	4	1	31030
702	4274	complete	8/12/2009	8/12/2009	erqqs9fxjak56	2	7	5	2	30506
703	4920	complete	8/12/2009	8/12/2009	erqqs9fxjbzd9	2	4	4	1	10009
707	3844	complete	8/12/2009	8/12/2009	erqqs9fxj9iu0	2	3	4	2	45432
708	3981	complete	8/12/2009	8/12/2009	erqqs9fxj9mn0	2	2	3	1	77041
717	4831	complete	8/12/2009	8/12/2009	erqqs9fxjbww4	2	2	4	1	28105
720	2873	complete	8/12/2009	8/12/2009	erqqs9fxj6di5	2	6	5	1	22551
721	3289	complete	8/12/2009	8/12/2009	erqqs9fxj7gz6	2	2	3	2	48083
724	3078	complete	8/12/2009	8/12/2009	erqqs9fxj7b22	2	3	3	2	32780
727	3651	complete	8/12/2009	8/12/2009	erqqs9fxj8ll7	2	4	4	2	21074
729	3505	complete	8/12/2009	8/12/2009	erqqs9fxj8hj5	2	3	3	2	62319
732	4525	complete	8/12/2009	8/12/2009	erqqs9fxjawm6	2	11	3	2	98499
733	3532	complete	8/12/2009	8/12/2009	erqqs9fxj8ia2	2	3	4	1	01867
735	3960	complete	8/12/2009	8/12/2009	erqqs9fxj9m27	2	9	4	2	32608
741	4739	complete	8/12/2009	8/12/2009	erqqs9fxjbuc6	2	4	3	2	29501
742	3053	complete	8/12/2009	8/12/2009	erqqs9fxj6il4	2	8	3	2	91801
750	4536	complete	8/12/2009	8/12/2009	erqqs9fxjawx4	2	8	3	1	62347
752	4194	complete	8/12/2009	8/12/2009	erqqs9fxjahx9	2	38	4	2	44120
763	2948	complete	8/12/2009	8/12/2009	erqqs9fxj6fm5	2	5	4	2	80003
767	2577	complete	8/12/2009	8/12/2009	erqqs9fxj5di7	2	4	4	2	89104
774	3687	complete	8/12/2009	8/12/2009	erqqs9fxj8mn2	2	3	5	2	95765
775	4319	complete	8/12/2009	8/12/2009	erqqs9fxjaql4	2	4	4	2	07442
777	2990	complete	8/12/2009	8/13/2009	erqqs9fxj6gs2	2	240	4	1	80537
778	3597	complete	8/12/2009	8/12/2009	erqqs9fxj8k39	2	2	4	1	13808
779	4555	complete	8/12/2009	8/12/2009	erqqs9fxjaxg7	2	2	4	1	07094
781	3214	complete	8/12/2009	8/12/2009	erqqs9fxj7ev6	2	3	3	2	14226
782	3835	complete	8/12/2009	8/12/2009	erqqs9fxj9il8	2	3	4	1	94704
785	4622	complete	8/12/2009	8/12/2009	erqqs9fxjazb5	2	4	5	1	85029
795	2922	complete	8/12/2009	8/12/2009	erqqs9fxj6ew6	2	4	5	1	92102
825	4240	complete	8/13/2009	8/13/2009	erqqs9fxjaj73	2	4	5	2	77590
830	4394	complete	8/13/2009	8/13/2009	erqqs9fxjasz4	2	2	4	2	56007

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responseid	respid	cq4_1	cq4_2	cq4_3	cq4_4	cq4_5	cq5a_1	cq5a_2	cq5a_3	cq5a_4	cq5a_5	cq5a_6	cq5a_7	cq5a_8	cq5a_9
665	3710	1	1	1	1	0	1	1	0	0	1	1	1	1	0
667	4163	1	1	1	1	0	1	1	0	0	1	1	1	0	0
673	4674	1	1	1	1	0	1	1	0	0	1	1	1	1	0
676	2878	1	1	1	1	0	1	1	0	0	1	1	1	1	0
677	4106	1	1	1	1	0	1	1	0	0	1	1	1	1	0
679	3675	1	1	1	1	0	1	1	0	0	0	1	1	1	0
680	4538	1	1	1	1	0	1	0	0	0	1	0	1	0	0
681	4111	1	1	1	1	0	1	1	0	1	1	1	1	1	0
684	1971	1	1	1	1	0	1	1	0	0	0	1	1	1	0
686	3973	1	1	0	1	0	1	1	0	0	1	1	1	0	0
688	4188	1	1	1	1	0	1	1	0	1	1	1	1	0	0
692	3694	1	1	1	1	0	1	0	1	0	0	1	1	1	0
694	4616	1	1	1	1	0	1	1	0	0	0	1	1	1	0
696	3585	1	0	1	1	0	1	1	1	1	1	1	1	1	0
697	3662	1	1	1	1	0	1	0	1	1	0	1	1	1	0
698	3544	1	1	1	1	0	1	1	0	1	1	1	1	0	0
702	4274	0	1	1	1	0	1	1	1	1	1	1	1	0	0
703	4920	1	0	1	0	0	1	1	0	0	1	1	1	0	0
707	3844	1	1	1	1	0	1	1	0	0	0	1	1	1	0
708	3981	1	1	1	1	0	1	1	1	0	1	1	1	1	0
717	4831	1	1	1	1	0	1	1	0	0	0	1	1	1	0
720	2873	1	1	0	1	0	1	1	1	0	1	1	1	0	0
721	3289	1	1	1	1	0	1	0	1	0	0	1	1	1	0
724	3078	1	1	1	1	0	1	1	0	0	1	1	1	0	0
727	3651	1	1	1	1	0	1	1	1	1	1	1	0	1	0
729	3505	1	1	1	1	0	1	1	1	1	1	1	1	1	0
732	4525	1	1	1	1	0	1	1	1	0	0	1	1	1	0
733	3532	1	1	1	1	0	1	1	0	1	1	1	1	1	0
735	3960	1	1	1	1	0	1	1	1	0	1	1	1	1	0
741	4739	1	0	1	1	0	1	1	0	0	1	1	1	1	0
742	3053	1	1	1	1	0	1	1	1	0	1	1	1	1	0
750	4536	1	0	1	0	0	1	1	1	0	0	1	0	1	0
752	4194	1	1	1	1	0	1	1	1	0	0	1	1	1	0
763	2948	1	1	1	1	0	1	1	1	0	1	1	1	1	0
767	2577	1	1	1	1	0	1	1	0	1	1	1	1	1	0
774	3687	1	1	1	1	0	1	1	1	0	0	1	1	1	0
775	4319	1	1	1	1	0	1	1	1	1	1	1	1	1	0
777	2990	1	1	1	1	0	1	1	1	1	1	1	1	1	0
778	3597	1	1	1	1	0	1	1	1	1	1	1	1	1	0
779	4555	1	1	1	1	0	1	1	1	0	1	1	1	1	0
781	3214	1	1	1	1	0	1	1	1	0	1	1	1	1	0
782	3835	1	1	1	1	0	1	1	0	0	1	1	1	1	0
785	4622	1	1	1	1	0	1	1	0	1	1	1	1	1	0
795	2922	1	1	1	1	0	1	1	1	0	0	1	0	0	0
825	4240	1	1	1	1	0	1	1	0	0	1	1	1	0	0
830	4394	1	1	1	1	0	1	1	1	0	0	1	1	1	0

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responseid	respid	cq5b_2	cq5b_3	cq5b_4	cq5b_5	cq5b_6	cq5b_7	cq5b_8	cq5b_9	cq6_1	cq6_2	cq6_3	cq7	cq8	cq9	cq10	cq11
665	3710	1			0	1	1	1	0	2	2	2	1	98116		1	3
667	4163	1			1	1	1		0	2	2	2	1	68836		2	
673	4674	1			1	1	1	1	0	2	2	2	1	44423		2	
676	2878	1			1	1	1	1	0	2	2	2	1	10280		1	3
677	4106	1			1	1	1	1	0	2	2	2	2	61920		1	3
679	3675	1				1	1	1	0	2	2	2	1	15239		1	3
680	4538				1		1		0	2	2	2	1	62353		1	4
681	4111	1		1	1	1	1	1	0	2	2	2	1	32789		2	
684	1971	1				1	1	1	0	2	2	2	1	07828		1	3
686	3973	1			1	0	0		0	2	2	2	1	98682		2	
688	4188	0		0	1	1	1		0	2	2	2	1	75766		1	3
692	3694		1			1	1	1	0	2	2	2	1	33122		1	2
694	4616	1				1	1	1	0	2	2	2	1	19701		1	3
696	3585	1	1	0	1	1	1	1	0	2	2	2	1	58104		1	2
697	3662		1	0		1	1	1	0	2	2	2	1	90806		1	3
698	3544	1		1	1	1	1		0	2	2	2	1	31030		2	
702	4274	1	0	1	1	1	1		0	2	2	2	1	30506		1	3
703	4920	1			1	1	1		0	2	2	2	1	10009		2	
707	3844	1				1	1	1	0	2	2	2	1	45432		1	3
708	3981	1	1		1	1	1	1	0	2	2	2	1	77041		1	2
717	4831	1				1	1	1	0	2	2	2	2	28105		1	3
720	2873	1	1		1	1	1		0	2	2	2	1	22551		1	3
721	3289		1			1	1	1	0	2	2	2	1	48083		1	4
724	3078	1			1	1	1		0	2	2	2	1	32780		1	3
727	3651	1	1	0	1	1		1	0	2	2	2	1	21074		1	3
729	3505	1	0	0	1	0	1	1	0	2	2	2	1	62319		1	3
732	4525	1	0			1	1	1	0	2	2	2	1	98499		1	3
733	3532	1		1	1	1	1	1	0	2	2	2	1	01867		1	1
735	3960	1	0		1	1	1	1	0	2	2	2	1	32608		1	1
741	4739	1			1	1	1	1	0	2	2	2	1	29501		1	3
742	3053	1	0		1	0	1	1	0	2	2	2	1	91801		2	
750	4536	1	0			1		0	0	2	2	2	1	62347		1	3
752	4194	1	0			1	1	1	0	2	2	2	1	44120		1	3
763	2948	1	0		1	1	1	1	0	2	2	2	1	80003		1	2
767	2577	1		0	1	0	1	1	0	2	2	2	1	89104		1	3
774	3687	1	1			1	1	1	0	2	2	2	1	95765		1	4
775	4319	1	1	1	1	1	1	1	0	2	2	2	1	07442		1	2
777	2990	1	1	1	1	1	1	1	0	2	2	2	1	80537		1	2
778	3597	1	1	1	1	1	1	1	0	2	2	2	1	13808		1	3
779	4555	1	1		1	1	1	1	0	2	2	2	1	07094		1	2
781	3214	1	1		0	1	1	1	0	2	2	2	1	14226		1	3
782	3835	1			1	1	1	1	0	2	2	2	1	94704		1	3
785	4622	1		0	1	1	1	1	0	2	2	2	1	85029		1	3
795	2922	1	1			1			0	2	2	2	1	92102		1	1
825	4240	1			1	1	1		0	2	2	2	1	77590		2	
830	4394	1	1			1	1	1	0	2	2	2	2	56007		1	3

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responseid	respid	oq12	cq13	cq14_2	cq14_3	cq14_4	cq14_5	cq14_6
665	3710	I know I've heard "VHS to DVD" before, but not where or what company.	1	1			0	1
667	4163		1	1			1	1
673	4674		1	1			1	1
676	2878	I have heard of the service, but not particular brands of equipment.	1	1			1	1
677	4106	I don't associate the products to any specific company.	1	1			1	1
679	3675	I haven't heard the technology linked to any specific company.	1	1				1
680	4538	forgetfulness	1				1	
681	4111		1	1		1	1	1
684	1971	Heard of VHS to DVD before but not about which companies actually have any products out.	1	1				1
686	3973		1	1			1	0
688	4188	no clue who makes it	1	0		0	1	1
692	3694	i' aware that more than one company manufactures products which are used to achieve this conversion.	1		1			1
694	4616	I don't know who makes this	1	1				1
696	3585	different companies make same type of product	1	1	1	0	1	1
697	3662	I HAVE HEARD OF VHS TO DVD BUT HAVE NEVER REALLY KNOWN WHAT COMPANIES ARE ASSOICATED	1		1	0		1
698	3544		1	1		1	1	1
702	4274	It's not a high priority to convert so I am not paying attention to names of companys.	1	1	0	1	1	1
703	4920		1	1			0	1
707	3844	not enough knowledge of this particular process	1	1				1
708	3981	plenty of companies make products that do the conversion	1	1	1		1	1
717	4831	Haven't heard of one	1	1				1
720	2873	I dont recall seeing any equipment recently or heard of any on the radio or tv.	1	0	0		1	1
721	3289	not sure	1		1			1
724	3078	I can't think of any company in particular	1	1			1	1
727	3651	Never paid attention to the brand.	1	1	1	0	1	1
729	3505	not sure what a company has to do with this process	1	1	0	0	1	0
732	4525	off the top of my head I can not think of any one company that is associated with those type of product.	1	1	0			1
733	3532	because I have only seen ads for one company	1	1		1	1	1
735	3960	One company does the conversion.	1	1	0		1	1
741	4739	I have heard of it but I don't know the companies.	1	1			1	1
742	3053		1	1	1		1	0
750	4536	I just look what the product allows me to do not necessarily who makes it.	1	1	0			1
752	4194	dont know of any companies	1	1	0			1
763	2948	I have heard my husband and other friends referring to copying video on to DVD.	1	1	1		0	0
767	2577	I have heard that you can process these analog-to-digital products yourself with some type of equipment, but I am not sure how it is done.	1	1		0	1	1
774	3687	I haven't paid much attention to those products.	1	1	1			1
775	4319	I have 2 diff kinds of VHS to DVD machines in my home.	1	1	1	1	1	1
777	2990	There is many different company's that have VHS to DVD with analog-to-digital conversion.	1	1	1	1	1	1
778	3597	Dont' know	1	1	1	1	1	1
779	4555	multiple companys, offer the transfer of vhs to dvd	1	1	1		1	1
781	3214	Have only read about it online	1	1	1		1	1
782	3835	not yet...	1	0			1	1
785	4622	self explanatory	1	1		0	1	1
795	2922	U-Lead	1	1	1			1
825	4240		1	1			1	1
830	4394	I just know about it, not sure who does it	1	1	1			1

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responseid	respid	cq14_7	cq14_8	cq14_9	cq15_1	cq15_2	cq15_3	cq15_4	cq15_5	cq15_6	cq16
665	3710	1	1	0	1	1	1	1	1	1	1
667	4163	1		0	3	3	1	1	1	1	1
673	4674	1	1	0	1	1	1	1	1	1	1
676	2878	1	1	0	1	1	1	2	1	1	1
677	4106	1	1	0	1	1	1	1	1	1	1
679	3675	1	1	0	1	1	1	1	1	1	1
680	4538	1		0	3	3	1	1	1	1	1
681	4111	1	1	0	1	1	1	1	1	1	1
684	1971	1	1	0	1	1	1	1	1	1	1
686	3973	0		0	3	3	1	3	3	1	1
688	4188	1		0	1	1	1	1	1	1	1
692	3694	1	1	0	1	1	1	1	1	1	1
694	4616	1	1	0	1	2	1	1	1	1	1
696	3585	1	1	0	1	1	1	1	1	1	1
697	3662	1	1	0	1	1	2	1	1	1	1
698	3544	1		0	1	1	1	1	1	1	1
702	4274	1		0	1	1	1	2	2	1	1
703	4920	1		0	1	1	1	1	1	1	1
707	3844	1	1	0	1	1	1	1	1	1	1
708	3981	1	1	0	1	1	1	1	1	1	1
717	4831	1	1	0	1	1	1	1	1	1	1
720	2873	1		0	1	2	1	2	1	1	1
721	3289	1	1	0	1	1	1	1	1	1	1
724	3078	1		0	1	1	1	1	1	1	1
727	3651		1	0	3	3	1	3	1	1	1
729	3505	1	1	0	2	2	1	2	2	1	1
732	4525	1	1	0	1	1	1	1	1	1	1
733	3532	1	1	0	1	1	1	1	1	1	1
735	3960	1	1	0	3	1	1	1	1	1	1
741	4739	1	1	0	1	1	1	1	1	1	1
742	3053	1	1	0	3	1	1	1	1	1	1
750	4536		0	0	1	1	1	1	1	1	1
752	4194	1	1	0	3	3	1	1	1	1	1
763	2948	1	1	0	3	1	1	1	1	1	1
767	2577	1	1	0	1	1	1	1	1	1	1
774	3687	1	1	0	2	2	1	2	2	1	1
775	4319	1	1	0	1	1	1	1	1	1	1
777	2990	1	1	0	1	1	1	1	1	1	1
778	3597	1	1	0	2	2	1	1	1	1	1
779	4555	1	1	0	1	1	1	1	1	1	1
781	3214	1	1	0	1	1	1	1	1	1	1
782	3835	1	1	0	1	1	1	1	1	1	1
785	4622	1	1	0	3	3	1	1	1	1	1
795	2922			0	1	1	1	1	1	1	1
825	4240	1		0	1	1	1	2	2	1	1
830	4394	1	1	0	3	3	1	1	1	1	1

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responseid	respid	status	interview_start	interview_end	oqhidUserId	cqhidRespondentStatus	oqhidDurationMin	cq1	cq2	cq3
844	3801	complete	8/13/2009	8/13/2009	erqqs9fxj9hn5	2	3	4	2	30080
853	4294	complete	8/13/2009	8/13/2009	erqqs9fxjakp2	2	4	4	2	71270
862	4676	complete	8/13/2009	8/13/2009	erqqs9fxjb0t0	2	3	4	2	48475
864	2920	complete	8/13/2009	8/13/2009	erqqs9fxj6eu0	2	4	5	2	04093
867	4199	complete	8/13/2009	8/13/2009	erqqs9fxjai25	2	8	4	2	14150
888	3055	complete	8/13/2009	8/13/2009	erqqs9fxj6in0	2	14	4	2	27288
890	3453	complete	8/13/2009	8/13/2009	erqqs9fxj8g33	2	3	4	2	11221
894	4428	complete	8/13/2009	8/13/2009	erqqs9fxjatx7	2	5	5	2	60803
906	4657	complete	8/13/2009	8/13/2009	erqqs9fxjb0a8	2	4	4	2	48035
908	1870	complete	8/13/2009	8/13/2009	erqqs9fxj3za6	2	7	5	2	18472
927	4774	complete	8/13/2009	8/13/2009	erqqs9fxjbvb7	2	4	5	2	33952
940	4147	complete	8/13/2009	8/13/2009	erqqs9fxjagm2	2	16	5	2	25259
941	5309	complete	8/13/2009	8/13/2009	erqqs9fxjcdv3	2	6	4	2	07055
942	5292	complete	8/13/2009	8/13/2009	erqqs9fxjcde7	2	3	5	2	49707
947	5072	complete	8/13/2009	8/13/2009	erqqs9fxjc3l1	2	3	5	2	46706
948	5383	complete	8/13/2009	8/13/2009	erqqs9fxjd6u8	2	3	5	2	25311
952	5247	complete	8/13/2009	8/13/2009	erqqs9fxjcc50	2	4	5	2	99502
953	5069	complete	8/13/2009	8/13/2009	erqqs9fxjc3i7	2	3	4	2	80501
971	5466	complete	8/13/2009	8/13/2009	erqqs9fxjd959	2	2	4	2	60451
974	4306	complete	8/13/2009	8/13/2009	erqqs9fxjal14	2	4	3	2	17029
981	5465	complete	8/13/2009	8/13/2009	erqqs9fxjd942	2	4	4	2	70816
985	5086	complete	8/13/2009	8/13/2009	erqqs9fxjc407	2	2	5	2	08817

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responseid	respid	cq4_1	cq4_2	cq4_3	cq4_4	cq4_5	cq5a_1	cq5a_2	cq5a_3	cq5a_4	cq5a_5	cq5a_6	cq5a_7	cq5a_8	cq5a_9
844	3801	1	1	1	1	0	1	1	0	1	0	1	1	1	0
853	4294	1	1	1	1	0	1	1	1	0	1	1	1	0	0
862	4676	1	1	1	1	0	1	1	1	1	1	1	1	0	0
864	2920	1	1	1	1	0	1	1	0	1	1	1	1	0	0
867	4199	1	1	1	1	0	1	1	0	1	1	1	1	1	0
888	3055	1	1	1	1	0	1	1	1	0	0	1	1	1	0
890	3453	1	1	1	1	0	1	1	1	0	1	1	1	1	0
894	4428	1	1	1	1	0	1	1	0	1	1	1	1	1	0
906	4657	1	1	1	1	0	1	1	0	1	1	1	1	0	0
908	1870	1	1	1	1	0	1	1	0	0	1	1	1	0	0
927	4774	0	1	1	1	0	1	1	0	0	0	1	0	0	0
940	4147	1	0	1	1	0	1	1	0	0	1	1	1	1	0
941	5309	1	1	1	1	0	1	1	1	0	1	1	1	1	0
942	5292	1	1	1	1	0	1	1	0	0	1	1	1	0	0
947	5072	1	1	1	1	0	1	1	1	0	1	1	1	1	0
948	5383	1	1	1	1	0	1	1	0	0	1	1	1	0	0
952	5247	0	1	1	1	0	1	1	1	1	1	1	1	0	0
953	5069	1	1	1	1	0	1	1	1	0	0	1	1	1	0
971	5466	1	1	1	1	0	1	0	1	0	1	1	1	1	0
974	4306	1	1	1	1	0	1	1	1	0	1	1	1	1	0
981	5465	1	1	1	1	0	1	1	0	0	1	1	1	1	0
985	5086	1	1	1	1	0	1	0	0	0	1	1	0	0	0

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responseid	respid	cq5b_2	cq5b_3	cq5b_4	cq5b_5	cq5b_6	cq5b_7	cq5b_8	cq5b_9	cq6_1	cq6_2	cq6_3	cq7	cq8	cq9	cq10	cq11
844	3801	1		1		1	1	1	0	2	2	2	1	30080		1	3
853	4294	1	1		1	1	1		0	2	2	2	1	71270		1	3
862	4676	1	1	1	1	1	1		0	2	2	2	1	48475		2	
864	2920	1		0	0	0	0		0	2	2	2	1	04093		2	
867	4199	0		1	1	0	1	1	0	2	2	2	1	14150		1	3
888	3055	1	1			1	1	1	0	2	2	2	1	27288		1	3
890	3453	1	1		1	1	1	1	0	2	2	2	1	11221		1	4
894	4428	0		1	0	1	1	1	0	2	2	2	1	60803		1	3
906	4657	1		1	1	1	1		0	2	2	2	1	48035		1	3
908	1870	1			1	1	1		0	2	2	2	1	18472		3	4
927	4774	1				1			0	2	2	2	1	33952		1	3
940	4147	0			1	1	1	1	0	2	2	2	1	25259		1	3
941	5309	1	0		1	1	1	1	0	2	2	2	1	07055		1	4
942	5292	1			0	1	1		0	2	2	2	1	49707		1	3
947	5072	0	1		1	0	1	1	0	2	2	2	1	46706		1	3
948	5383	1			1	1	1		0	2	2	2	1	25311		1	2
952	5247	0	1	0	0	1	1		0	2	2	2	1	99502		1	3
953	5069	0	1			1	0	1	0	2	2	2	1	80501		3	2
971	5466		1		0	1	1	1	0	2	2	2	1	60451		1	2
974	4306	1	1		1	0	1	1	0	2	2	2	1	17029		1	3
981	5465	1			1	1	1	1	0	2	2	2	1	70816		1	1
985	5086				1	1			0	2	2	2	2	08817		2	

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responseid	respid	oq12	cq13	cq14_2	cq14_3	cq14_4	cq14_5	cq14_6
844	3801	I have heard of the technology, but am not sure which company has it.	1	1		1		1
853	4294	just don't know	1	1	1		1	1
862	4676		1	1	1	1	1	1
864	2920		1	1		0	0	1
867	4199	most companys probably do it	1	1		1	1	0
888	3055	I do not know, specifically, of any companies that make this product.	1	1	1			1
890	3453	I am not that tech so I am not sure.	1	1	1		1	1
894	4428	Never really looked into the process	1	0		1	0	1
906	4657	I've heard it can be done, but do not know who does it.	1	1		1	1	1
908	1870	BECAUSE THE TERMS ARE CONFUSING; MAKES ME UNSURE.	1	1			1	1
927	4774	Am not familiar with any companies	1	1				1
940	4147	I've only heard of these products over the years, not seen or used any.	1	0			1	1
941	5309	I HAVE HEARD OF VHS TO DVD BUT AM NOT SURE OF THE	1	1	0		1	1
942	5292	COMPANY THAT PROVIDES THAT SERVICE	1	1			0	1
947	5072	I have not been looking for this item.	1	0	1		0	0
948	5383	I can't recall any specific company.	1	1			1	1
952	5247	have heard of this from various people and advertising	1	1	1	0	0	0
953	5069	It isn't a service I have been interested in so far.	1	0	1			1
971	5466	because I have diferent brands	1		1		0	1
974	4306	i've seen several companies advertise these	1	1	1		1	0
981	5465	I'm only familiar with the term.	1	1			1	1
985	5086	i only associate the words with one company because it is one product	1				1	1
		that does several items.	1				1	1

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responseid	respid	cq14_7	cq14_8	cq14_9	cq15_1	cq15_2	cq15_3	cq15_4	cq15_5	cq15_6	cq16
844	3801	1	1	0	2	1	1	2	2	1	1
853	4294	1		0	1	1	1	1	1	1	1
862	4676	1		0	3	3	1	3	1	1	1
864	2920	1		0	3	1	1	3	2	1	1
867	4199	1	1	0	3	1	1	1	1	1	1
888	3055	1	1	0	1	1	1	2	2	1	1
890	3453	1	1	0	3	1	3	1	1	1	1
894	4428	1	1	0	1	1	1	2	1	1	1
906	4657	1		0	3	3	1	3	1	1	1
908	1870	1		0	3	3	1	3	1	1	1
927	4774			0	2	3	1	2	3	2	1
940	4147	1	1	0	1	1	1	3	1	1	1
941	5309	1	1	0	3	3	1	1	1	1	1
942	5292	1		0	3	1	1	1	1	1	1
947	5072	1	1	0	1	1	1	1	1	1	1
948	5383	1		0	1	1	2	2	1	1	1
952	5247	1		0	1	1	2	1	1	1	1
953	5069	1	1	0	1	1	1	2	1	1	1
971	5466	1	1	0	1	1	1	2	1	1	1
974	4306	1	1	0	1	1	1	1	1	1	1
981	5465	1	1	0	1	1	1	1	1	1	1
985	5086			0	2	2	1	2	1	1	1

PROOF OF SERVICE

I, Martha Yoshizaki, declare:

I am a citizen of the United States and employed in San Francisco County, California. I am over the age of eighteen years and not a party to the within-entitled action. My business address is 235 Montgomery Street, 17th Floor, San Francisco, California 94104. On August 21, 2009, I served a copy of the within document(s):

EXPERT REPORT OF DR. BRUCE ISAACSON, D.B.A., M.B.A.

X ELECTRONIC TRANSMISSION (Courtesy Copy): by transmitting a true and correct copy to each of the parties at the electronic notification address last given by said party on any document which he or she has filed in this action and served upon this office.

X U.S. MAIL: by placing a true copy thereof, addressed as set forth below and enclosed in a sealed envelope with postage thereon fully prepaid and deposited for collection and mailing with the U.S. Postal Service. I am readily familiar with the ordinary business practice of this office for processing mail.

Christopher R. Benson (cbenson@fulbright.com)

Chris Kindel (ckindel@fulbright.com)

FULBRIGHT & JAWORSKI L.L.P.

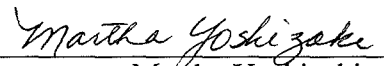
600 Congress Avenue, Suite 2400

Austin, TX 78701

Attorneys for Plaintiff HONESTECH INC

I declare under penalty of perjury under the laws of the State of California that the above is true and correct.

Executed on August 21, 2009, at San Francisco, California.


Martha Yoshizaki